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THIS ISSUE:

Approves
land Bill
Page 23

Network Clients
Schedules
Page 23

Heads CBS
; Bannister to
NBC
Page 25

Attacks Again
By Committee
Page 25

LECASTING
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21ST
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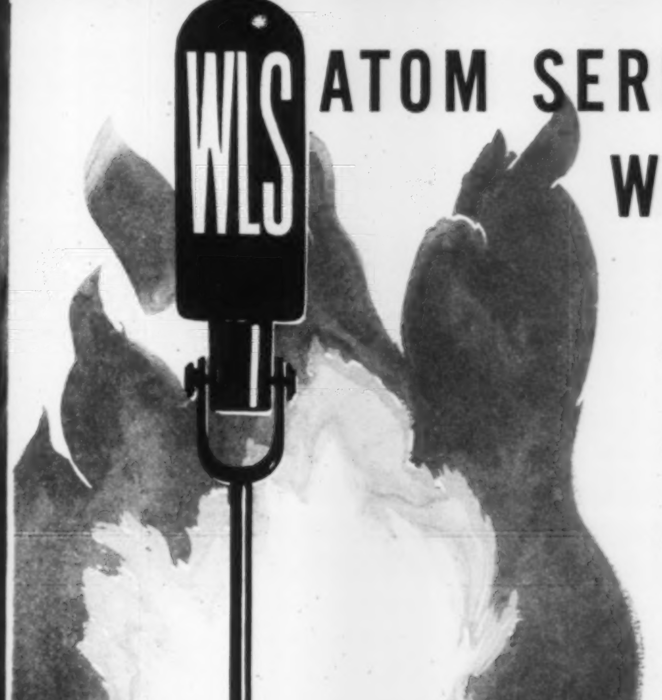


ATOM SERIES WINS WIDE ACCLAIM!

- **Voted "Best New Program Created During Year" by Chicago Federated Advertising Club.**
- **Heralded an "example of the effective use of radio as a teaching tool" by *Variety* Magazine.**
- **Being re-broadcast by 35 affiliated stations of National Association of Educational Broadcasters.**
- **Permission requested by Department of State for use of series in its foreign educational broadcasts.**

For the second year, as part of the award-winning "WLS School Time" broadcasts — a five-time-a-week sustaining program for in-school listening, now in its 16th year — WLS is bringing to the Midwest an exciting series based on the drama of the atom.

Each program translates into understandable and dramatic terms the meaning and significance of this new world of Atomic Energy. Written in cooperation with the Argonne National Laboratories, these programs have the enthusiastic support of the Federal Security Agency, which has requested scripts for its permanent library.

Service that Sells...

Serving the people of the Midwest has been a WLS project for over a quarter of a century. Particularly in this new era the responsibility of radio cannot be overemphasized.

As radio serves, so can it sell . . . for through consistent services accrues listener loyalty and belief — the basic ingredients of advertising results.

WLS

The
PRAIRIE
FARMER
STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

XUM

CBS

WHAS

Louisville, Kentucky

FOR EACH ITS OWN . . .

Now, for WHAS, aggressive and individual national representation by an organization devoted to selling radio—*exclusively*.

HENRY I. CHRISTAL CO.

NEW YORK • CHICAGO

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Direc

CBS

WHAS-TV

Louisville, Kentucky

FOR EACH ITS OWN . . .

Now, for WHAS-TV, aggressive and experienced national representation by the first organization devoted to selling television—exclusively.

HARRINGTON, RIGHTER & PARSONS, INC.

NEW YORK • CHICAGO • SAN FRANCISCO

17 has now become 24

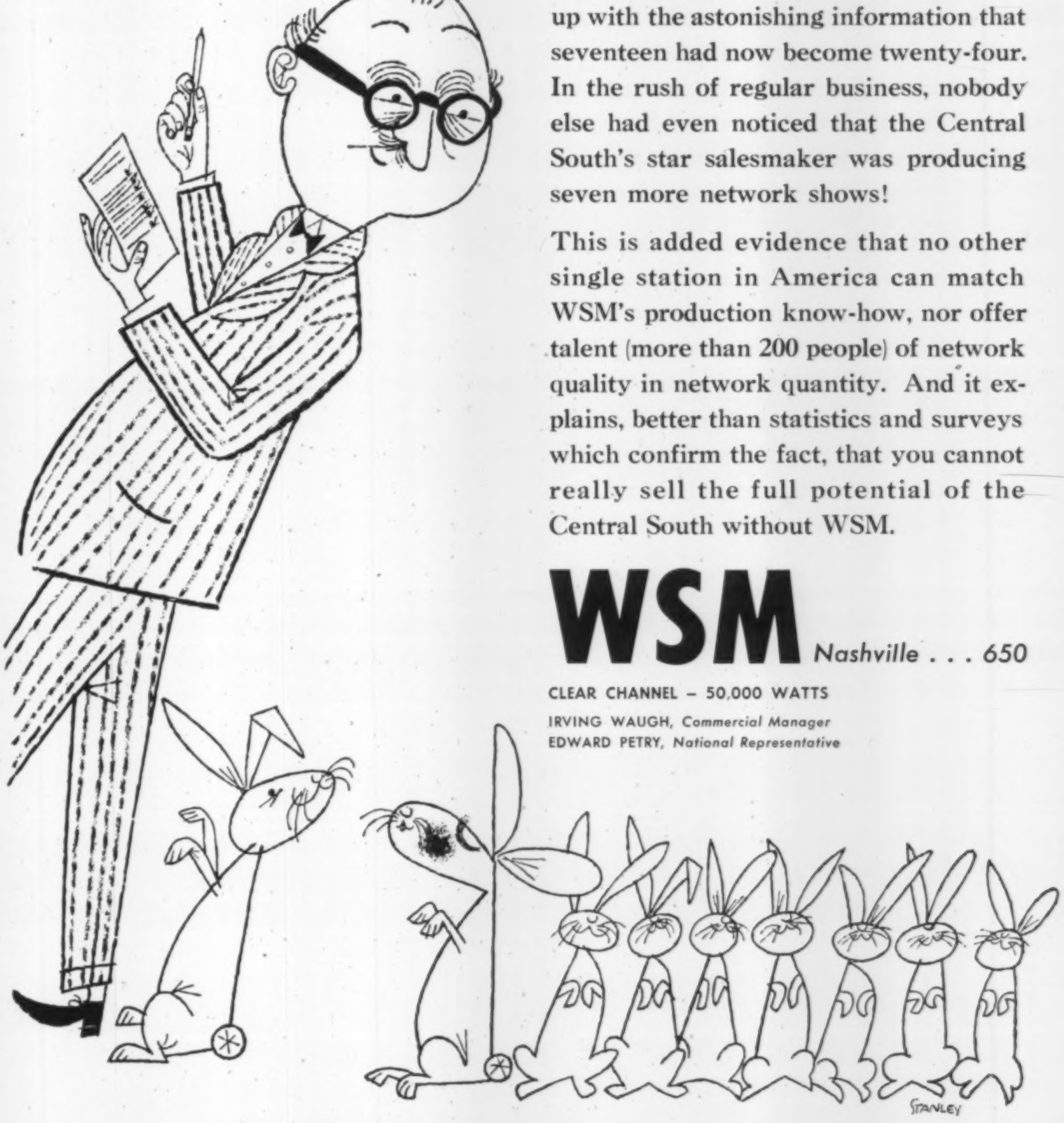
A few months ago WSM pointed with pardonable pride to the seventeen network originations which came out of its studios weekly.

The other day the man in charge of studios, statistics and guitar strings came up with the astonishing information that seventeen had now become twenty-four. In the rush of regular business, nobody else had even noticed that the Central South's star salesmaker was producing seven more network shows!

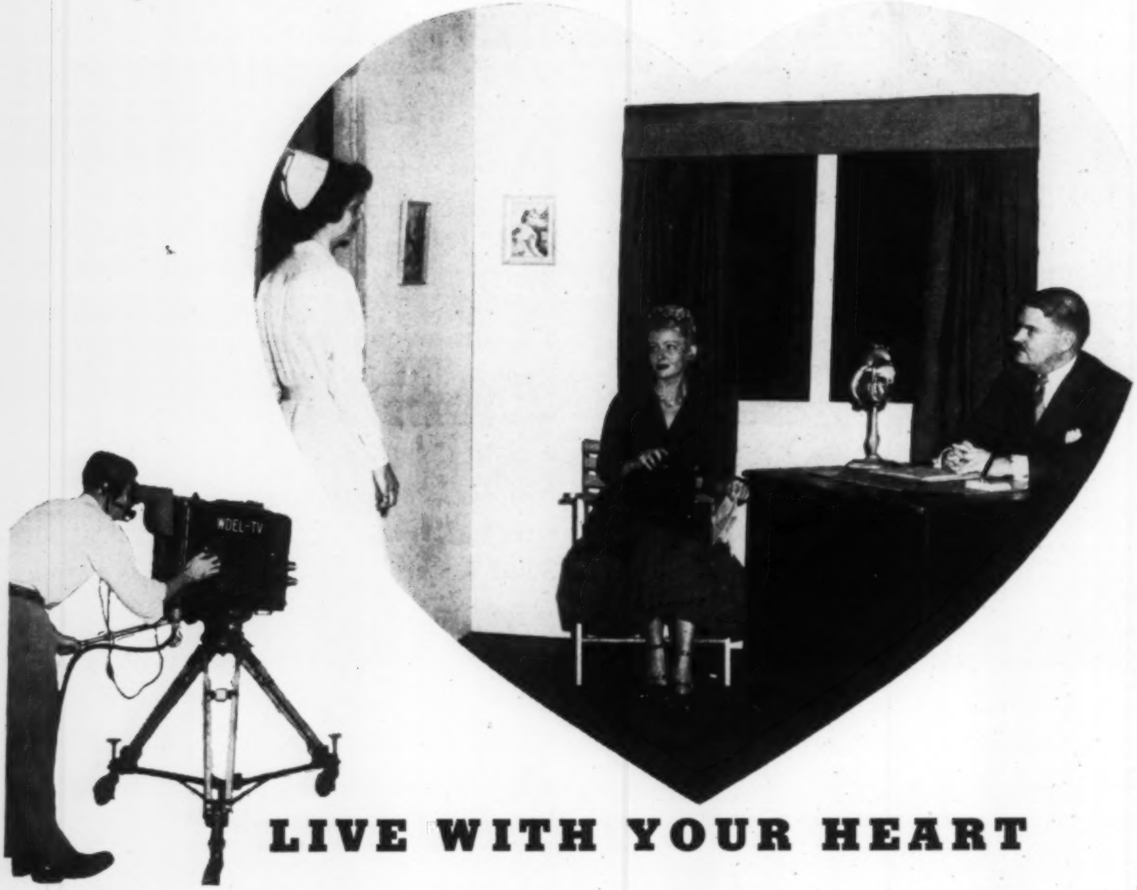
This is added evidence that no other single station in America can match WSM's production know-how, nor offer talent (more than 200 people) of network quality in network quantity. And it explains, better than statistics and surveys which confirm the fact, that you cannot really sell the full potential of the Central South without WSM.

WSM *Nashville . . . 650*

CLEAR CHANNEL – 50,000 WATTS
IRVING WAUGH, *Commercial Manager*
EDWARD PETRY, *National Representative*



d every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



LIVE WITH YOUR HEART

Heart disease, the nation's No. 1 cause of death is the subject of an eight-week television series presented jointly by the Delaware Heart Association and WDEL-TV. Heart specialists discuss the many factors contributing to heart diseases, and interview patients who have successfully undergone surgery and other specialized treatment. Thus the public obtains the latest information concerning heart diseases and is encouraged to enjoy life more fully by learning how to "Live with Your Heart." The Heart Series is one of many continuing public service programs which WDEL-TV presents to serve its many thousands of viewers and its advertisers.

WDEL-TV
WILMINGTON - DELAWARE

WDEL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES • **Chicago** • **San Francisco** • **New York** • **Los Angeles**

at deadline

CLOSED CIRCUIT

OUGH it's seemingly on shelf now, NBC y be expected to revive radio affiliates' rate ustment question when it gets returns from austive analysis of broadcast audiences be- conducted by A. C. Nielsen Co. [B•T, rch 3]. One of affiliates' chief complaints inst proposed rate changes was that mula employed out-dated audience informa- . New Nielsen project, to which NBC sub- ibed under contract calling for "largest gle survey ever made by the research firm," sumably will eliminate that objection. ults of study expected in few months.

ECUTIVE CHANGES at NBC may not with that substitution of WWJ Detroit's rry Bannister for Vice President Carleton ith in top station relations post, with Mr. ith probably moving into O&O Stations Div. ory page 25). Other realignments re- tedly simmering. Regarded as rising star se days: Joseph V. Heffernan, financial vice sident.

TTER HEDGE any bets you've made that C TV Allocations will be out before end month. Past week's work by staff and com- sioners covered fewer than 90 pages.

VERTISING COUNCIL asking ANA and AA co-operation in drive to make service- n in Korea feel he is "needed" there and make his family proud of part he is playing nation's defense. Campaign urged by De- se Dept. which feels morale is being under- ed by increasing criticism that Korean r is "useless."

VE is in making to interest American Bar sn. in plan to write "reasonable code" cover- radio coverage of judicial trials and legis- ive hearings. Idea originated in National sn. of Radio News Directors, shocked by A's recent adoption of resolution to curtail erage.

I spring program clinics will be compressed o two week period from April 28 through y 9 with eleven teams of speakers to be an- nced soon by President Carl Haverlin.

LLION DOLLAR network radio advertiser iously considering expanding budget to nch television campaign. Only hitch at esent is decision as to whether spot or net- rk TV would be most effective. Radio mat will remain unchanged.

ME AMONG 16 stations cited for horse- ing programs [B•T, March 10, 3] will get ular license renewals this week. All have ified the Commission that they had either pped horserace broadcasts before the Com- sion's order for license renewal hearings shortly thereafter. Among those filing such urances most recently are: WBNX, WPIX V), WJZ-TV New York; KLAC-TV Los geles; WRIB Providence, R. I.; WITH ltimore.

ERE'S definite indication NPA will show

(Continued on page 6)

KELO SIOUX FALLS SOLD FOR $280,000

SALE of KELO Sioux Falls, S. D., to local partnership controlled by motion picture theatre owners was announced Friday by S. Fantle Jr., owner-president of station. Price is $280,000 for the 15-year-old station (on 1320 kc with 5 kw). Application for FCC approval will be filed shortly.

New owners of KELO will be Joseph L. Floyd, theatre operator and originator of radio-TV program *Blind Date;* Edmund R. Ruben, 18-house chain theatre operator in South Dakota and Minnesota (he's former U. of Minnesota football star), and L. T. Bentson, who has stock interest in WMIN St. Paul. Each will own one-third.

SINATRA DROPPED

SCIENCE-FICTION show *Out There* expected to replace Frank Sinatra show, which is being dropped by CBS-TV, effective April 1, Tuesdays, 8-9 p.m. Show has been sustaining since expiration of Ecko products contract early part of year.

FORT GETS 1,057 FT. TOWER

GRANT for new 1,057-foot tower for Fort Industry Co.'s WJBK-TV Detroit has been issued by FCC, station spokesmen reported Friday, saying construction will be started "at the earliest possible date." Station currently operating with 500-foot tower. Notice of grant, described by WJBK-TV officials as first for 1,000-foot tower in Midwest, was received from FCC Thursday by Lee B. Wailes, Fort Industry executive vice president.

KFWB TO BRANHAM

KFWB Los Angeles has appointed Branham Co. as national sales representatives effective today (March 17), according to Harry Maizlish, president and general manager of station.

BUSINESS BRIEFLY

B. & W. ADDS STATIONS ● Brown & Williamson Tobacco Co., Louisville (Kool cigarettes), adding 30 new radio stations and increasing its schedules on 60 stations starting this week through Ted Bates Inc., N. Y.

SPOTS IN 50 MARKETS ● Sinclair Refining Co., N. Y., buying radio and TV spots in about 50 markets for 13-week campaign, starting Tuesday. Morey, Humm & Johnstone, N. Y., is agency

CRANBERRY RADIO CAMPAIGN ● National Cranberry Assn. (Ocean Spray cranberries), using a few selected radio markets, mostly for women's participation programs for one-week promotion through Harry M. Frost Co., Boston, starting April 7.

P & G in CANADA ● Procter & Gamble's Spic and Span placing radio spot campaign in all provinces of Canada, starting March 24 and 31 for 13 weeks, through Biow Co., N. Y.

MOUTH WASH TEST ● Purepac Corp., N. Y., through Leonard Wolf & Assoc., same city, introducing new Chloramint mouth wash. Test campaign—probably using TV spots—to begin shortly in New York area with expansion contemplated if test is successful.

PARSONS SPONSOR ● Colgate-Palmolive-Peet (Lustre Cream shampoo) to sponsor Louella Parsons on CBS Radio (Tues., 9:30-9:35 p.m.) starting April 1. Agency: Lennen & Mitchell, N. Y.

PEARSON TO SPONSOR ● Pearson Pharmacal Co., N. Y. (Ennds Chlorophyll deodorant tablets and Eye-Gene eye drops), to sponsor *Police Story*, on CBS-TV, 10-10:30 p.m., beginning April 4. Agency: Harry B. Cohan Adv., N. Y.

FCC Budget Slashed $1,966,540

IN STINGING initial setback in its quest for additional funds for fiscal year 1953, FCC was told Friday to do housekeeping job and cut corners, with nearly $2 million less than its budget request [B•T, Jan. 28, see FCC moneys story, page 29].

House Appropriations Committee approved its Subcommittee on Independent Offices' recommendation that FCC get $6,108,460 for its 1953 fiscal operation, sum that is $1,966,540 less than President Truman's request. It also falls $7,190 under what FCC is operating on in fiscal 1952.

Economy-minded House, however, added $51,810 "for new positions in connection with TV applicant processing" and also "$125,000 for the acquisition of new equipment at existing [monitoring] stations." Report also said: "The committee appreciates the heavy workload presently being carried by this Commission. However, under existing economic conditions, funds can not be provided to increase appropriations for any peace-time agency, and it requests the Commission to regulate its work in such manner as will permit performance of essential functions with the funds provided in the bill."

Big chunks of funds turned down by House group concerned moneys for additional monitoring stations. FCC had asked for an increase of $1,142,041 for field engineering and monitoring. Actually, Commission also had asked for $202,303 more for operation of broadcast activities. Therefore, at quick glance, it looked Friday as if House's nearly $52,000 concession for processing of TV applications was far cry from FCC request.

House committee's approval of quarter-million dollars for monitoring stations is for new equipment for existing stations.

In report, House committee said in effect FCC would have to economize down line in all its activities and absorb pay increases granted last year, but which ordinarily would mount FCC's pay bill for 1953. At same time House Friday passed Third Supplemental Appropriation which means nearly half-million dollars which FCC went into red in order to pay for 1952 increases will go off the books.

for more AT DEADLINE turn page ➡

at deadline

NBC SPAC COMMITTEE

WITH OUTCOME of voting on radio representative from District 3 still undecided, annual elections of NBC's Stations Planning and Advisory Committee have returned five committeemen from 1951 SPAC and named six new members for 1952. First meeting of 1952 committee, when officers will be chosen, expected in New York after middle of April.

Re-elected SPAC members representing radio affiliates: Richard O. Dunning, KHQ Spokane; Ralph Evans, WHO Des Moines and WOC Davenport; B. T. Whitmire, WFBC Greenville, S. C.

New members for radio: Robert B. Hanna Jr., WGY Schenectady; P. A. Sugg, WKY Oklahoma City; Allen M. Woodall, WDAK Columbus, Ga.; Ed Yocum, KGHL Billings, Mont.

Re-elected for TV: Martin Campbell, WFAA-TV Dallas; E. R. Vadeboncoeur, WSYR-TV Syracuse.

New members for TV: Stanley Hubbard, KSTP-TV Minneapolis-St. Paul; Lee Wailes, Fort Industry Co.'s WSPD-TV Toledo.

Members may serve no more than two consecutive years.

District 3 has been through two run-off ballotings, is entering its third. District consists of Indiana, Illinois, Kentucky, Michigan, western Pennsylvania.

N. Y. EDUCATIONAL TV COMMISSION PROPOSED

TEMPORARY commission to protect and develop state's interests in educational TV allocations was introduced in New York legislature Thursday night, Dr. Lewis A. Wilson, commissioner of education, said Friday (see story page 77).

Commission would be "authorized and empowered to make and sign any agreements and perform any acts" necessary to fulfill its function: "to develop such plans or arrangements as may be desirable or appropriate for the allocation, operation, management, control, and use of television facilities for educational and cultural purposes."

Introduced by assembly rules committee with backing of Dewey administration, bill is expected to be passed before legislature adjourns this week, thus providing agency to act immediately when an anticipated FCC allocation of educational TV channels is made. Legislation was worked out "very harmoniously," Dr. Wilson said. "We exerted no pressure, but just suggested what we considered a protective move."

With an appropriation of $25,000 to cover staff expenses, the 15-member commission would be composed of legislative leaders, a member each of the board of regents and board of trustees of State U., state budget director, commerce commissioner, plus seven other appointees.

Commission would be required to report by Feb. 10, 1953, on study of proposed uses of educational TV, desirability of government operation of outlets, feasability of private institution operation, and financing of station construction and operation.

WORLD WEEK

WORLD broadcasting system, New York, last week produced 12 new selections by Eddy Howard, 16 by Ray Bloch, 10 by David Rose, and picked up options on the Fontane Sisters for 30 selections during year.

In this Issue—

The McFarland Bill at last is reported out by the House Interstate & Foreign Commerce Committee, but not quite in the same form it went in. The first major piece of broadcasting legislation since passage of the present Communications Act in 1934, the bill may have to survive conferences between House and Senate committees before it gets to a vote on the floor. *Page 23.*

All-radio Affiliates Committee, preparing its "final" report for presentation at full committee meeting in Chicago March 31, condemns "dangerous practice of permitting major advertisers to set our rates for us," urges affiliates to maintain strong bargaining position in relations with their networks. *Page 25.*

Nine big sponsors are revising radio and television network plans, and additionally three major agency switches are in the works. *Page 23.*

Some big jobs changed hands last week. Adrian Murphy, president of CBS Labs, became president of CBS Radio, replacing Howard S. Meighan who returned to general executive group of overall CBS corporation. Harry Bannister, general manager of WWJ-AM-FM-TV Detroit, joined NBC—probably as station relations chief replacing Carleton D. Smith who is expected to move into the NBC owned and operated station set-up. *Page 25.*

Ernie, the Hamburger King, sells 1,200 of his overstuffed 'burgers per day. He gives radio advertising most of the credit for his volume. *Page 26.*

"Peer Gynt," telecast in three parts on NBC-TV, adds up to an interesting experiment and prodigious production job, but B•T's reviewer has reservations about the choice of vehicle. *Page 50.*

One of several problems holding up completion of the FCC's TV allocations is concern of some Commissioners that large area coverage of VHF stations might make those channels so desirable nobody would want UHF. *Page 77.*

Prospective TV broadcasters so far are finding regional airspace committees—composed of CAA, military and civilian pilot organizations and private flying groups—cooperative in figuring out where to place high television towers. *Page 77.*

A House subcommittee intends this week to look into the military recruiting advertising plans. *Page 34.*

Upcoming

Mar. 17-20: Annual Electronics Parts Show, Conrad Hilton Hotel, Chicago.
Mar. 19: NARTB-sponsored Business Trends Committee, Waldorf-Astoria, New York.
Mar. 19-21: Assn. of National Advertisers, The Homestead, Hot Springs, Va.
Mar. 20-21: Alabama Broadcasters Assn. Buena Vista Hotel, Biloxi, Miss.
Mar. 30-April 2: NARTB 30th annual convention, Conrad Hilton Hotel, Chicago.
(Other Upcomings page 36)

Closed Circuit

(Continued from page 5)

considerate attitude toward new TV when they plan construction projec Bernard Joseph, head of NPA broadcast to give major policy talk at NARTB En ing Conference in Chicago.

DESPITE chronic sniping on Capito Voice of America and other U. S. infor activities may fare better on '53 budget last year. At least, House Appropriatio committee is set to recommend more fu report to full committee shortly. Pr drew $94 million in '51, asks $133, after July 1, with $30 million for radio casting and $36 million-plus for new fa

IF VOA money boost materializes, credit large assists: (1) Congressional look- USCG *Courier*, first seagoing radio relay tion, and (2) reorganization of U. S. tions under new International Inform Administration. Latter served to answer Hill clamor for stronger Voice in psycholo warfare.

MOVE underfoot in Bryson Judiciary su mittee that could raise price of cost of factured records. While House group been concerned mostly with juke box re problem, newly injected request for incre in composer return from manufacturer tively slated for hearing March 21. Au ties say if proposals click in Congress become law, radio-TV industry could be indirectly with higher costs.

CBS, IBEW NEGOTIATING TECHNICIAN CONTRACT

NEGOTIATIONS started last week by C and IBEW looking toward new contract ing technical personnel of network and O radio and television stations. Employes operating on basis of expired 1950 contr Negotiations had been held up by NLRB tion last January which gave IBEW vi over NABET, 616 to 177, according to IB

New wage proposals include increase ing up to $40. Union also asking change working conditions to spell out on paper covering TV activity. Parties conferred last week and resume this afternoon (day). William Fitts, CBS attorney, heads work's conferees. Appearing for union Albert O. Hardy, international represen in charge of broadcasting and recording; sell D. Lighty, international represen and representatives of all locals involved

NASSER BRIEF

GEORGE and James Nasser, film prod last Friday in Los Angeles filed brief U. S. referee-in-bankruptcy asking ment relief from American Federati Musicians' demands for 5% of grosses from old theatrical movies sold to TV and product also must be completely re Nassers, contesting legality of AFM de asked court to reject executory de Brothers plan to release four feature to TV which were returned to them by U Artists through court order [B•T, March UA plans to appeal court decision. AFM tered show-cause petition seeking to re Nassers from releasing those films to TV they sign union 5% recording fund co established movies to TV. Hearing docketed last Friday when Nasser brief filed.

for more AT DEADLINE see page 110

World Champions

Yankees

Home of Champions
Baseball Network

Represented by Bolling

New York • Boston • Chicago • Los Angeles • San Francisco

XUM

more New Englanders listen to WPRO than any other Rhode Island station

JANUARY 1952 BOXSCORE*

• MORNING { 6 A.M.—12 Noon Mon. thru Fri.

WPRO's share of audience (36.8%) is 69.6% greater than the second-place station, and is 20.7% larger than the COMBINED audience of the No. 3 and 4 stations.

• AFTERNOON { 12 Noon—6 P.M. Mon. thru Fri.

WPRO's share of audience (38.3%) is 33.0% greater than the second-place station, and is 9.1% larger than the COMBINED audience of the No. 3, 4, 5, 6, and 7 stations.

• EVENING { 6 P.M.—10:30 P.M. Sun. thru Sat.

WPRO's share of audience (31.0%) is in a photo-finish with station B (31.1%) . . . 67.6% greater than station No. 3 and 98.7% greater than station No. 4.

* Source: C. E. Hooper, Inc.

but that's only HALF the story

—the Providence-Pawtucket half! Another of America's major marketing areas, Fall River-New Bedford, Mass., relies on WPRO for its popular CBS and local programs. WPRO's powerful 5000 watts on 630 kc cover this rich New England market with a signal greater than 2 millivolts.

WPRO Offers You DOUBLE Major-Market Coverage—HIGHEST Ratings—The MOST Listeners at LOWEST COST-PER-1000!

listeners are customers! customers are buyers!

BUY BASIC.. CBS ..WPRO AM & FM
PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
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WASHINGTON HEADQUARTERS

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate Broadcast Advertising* was acquired in 193 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

Will they inherit socialism?

You wouldn't want to leave a socialistic America to your children. Most Americans wouldn't.

But you may — without realizing it. For socialism wears many false faces. You can't always tell it at a glance.

It's socialism, for example, when the federal government takes over for keeps the rights and responsibilities of its citizens on any pretext.

It's socialism when the government steps into and takes over a business or industry.

It's socialism when people urge you to give up the freedom to run your own life and let the government run it for you.

Today in America, there are people who would like to see an all-powerful federal government own and operate our railroads, our medical profession, our electric light and power companies and other businesses and services. Perhaps they're not all socialists, but what they suggest is socialism — even though they never call it that.

And they'll have their way unless you act now. Here's what you can do: Start thinking of your future and your children's. Exercise your rights as a citizen. Discuss this danger with your friends and neighbors. Use your ballot wisely. And above all, learn to recognize socialism behind the many false faces it wears.

• • • •

America's *business*-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES* publish this advertisement to expose some of the many disguises behind which socialism operates in this country.

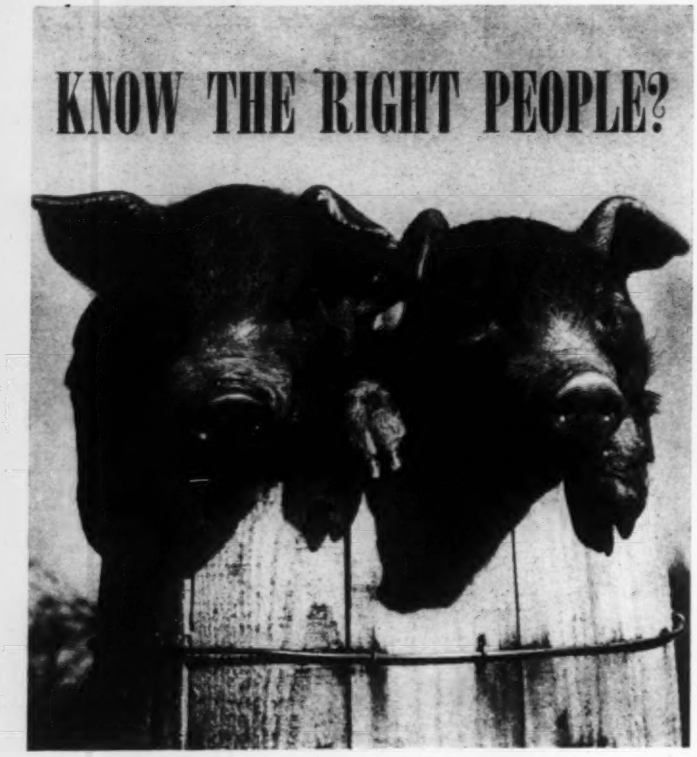
**Names on request from this magazine*

- *"MEET CORLISS ARCHER"*
  CBS—Sundays
  9 P. M., Eastern Time.
- Look for the
  "ELECTRIC THEATRE"
  on Television.

Electric power is the key to U. S. production strength. We need more and more of it to produce more steel, aluminum and other materials, and to make them into more planes, ships, tanks and guns.

America's electric light and power companies have planned ahead to have enough electricity ready on time to meet foreseeable demands.

They'll *have* it ready . . . *if* their suppliers can get the steel and other materials they need to finish the new power plants, new lines and equipment they've started.



KNOW THE RIGHT PEOPLE?

The two pig-type characters may suggest a couple of time salesmen just back from a two-week agency trip, but actually it's just a pair of potential participants praying for a de-emphasis on college football.

You can't blame anybody for trying to avoid a kicking around, least of all an advertiser. So . . . next time you're placing a schedule in Oklahoma City remember it's just about like doing business anyplace else . . . you have to *know the right people* . . . and KOMA is the station that has the acquaintance you need. Our 50 kilowatts have made a lot of friends in the many years they've been in business in Oklahoma. Use them to introduce your client's product to the right people.

KOMA Avery-Knodel, INC.
50,000 WATTS • CBS

agency

FRANK J. REYNOLDS, vice chairman of board of directors, Albert Frank-Guenther Law Inc., N. Y., elected agency president succeeding **J. M. HICKERSON** who resigned [B•T, March 3].

A. E. HANSER, account supervisor, Biow Co., N. Y., elected vice president.

Mr. Hanser

THOMAS MULGREW, Foote, Cone & Belding, Chicago, to Ivan Hill Adv., same city, as member of executive staff. **W. C. ANDERSON**, F.C.&B., S. F., to Emil Reinhardt Adv., Oakland, Calif., as account executive.

HAROLD R. OHLEYER, vice president of Knox-Reeves Adv., S. F., to J. Walter Thompson Co., that city, as account executive.

FLOYD HOLM, manager, Compton Adv., Hollywood, elected vice president.

JANE LEIDER, media director, Harrington-Richards, L. A., division of Fletcher D. Richards Inc., to Yambert-Prochnow, Beverly Hills, in similar capacity.

on all accounts

ROBERT G. EVERETT, vice president of Price, Robinson & Frank, Chicago, is an account executive who takes his own product copy seriously at home as well as at the office.

Executive on Quaker Oats' Aunt Jemima cake mixes, he frequently stirs up batches of silver cake and devil's food. His wife, typically, adds the frosting.

Bob Everett has been operating at high gear in a cloud of flour dust for some 13 years. It all started in 1939 when he joined Hutchinson Adv. Co., Minneapolis, which handled the Pillsbury business as the forerunner to McCann-Erickson there.

Mr. Everett began his advertising chores in black and white, in which he had been involved less remuneratively at Coe College as business manager of the paper. A Sigma Nu and commerce major, he was graduated in 1936. His first job was for the Minneapolis *Star*, working in circulation, business management and merchandising for two years.

From Hutchinson he went to King Midas Flour Mills, also in Minneapolis, as advertising manager. Responsible for organizing the first advertising department, he appointed Olmstead & Foley as agency and worked on distribution of flour and feed products in four Northwest states—and Pennsylvania. He has never solved the mystery of just how distribution jumped over the states between Minnesota and Pennsylvania.

After being drafted into the Navy on V-E Day, he spent 12 months studying radio and supervising separation procedures before returning to King Midas in the spring of 1946. The following year he joined General Mills as a product advertising manager, supervising Apple Pye Quick, Betty Crocker soups, Kix, the cake mixes and Softasilk cake flour in the grocery products division. Television hadn't entered the living room picture in those days but Mr. Everett worked on radio with all four General Mills agencies.

Mr. EVERETT

In 1949 he went to Chicago and the C. J. LaRoche Co. which handled part of the Quaker Oats account. He remained as a vice president and a Quaker Oats account executive when the agency became Price, Robinson & Frank a few months later.

A "field worker" as much as a

(Continued on page 61)

beat

HAL GARDNER, vice president of Meldrum & Fewsmith, Cleveland, to executive staff of W. Earl Bothwell Co., N. Y.; **KIRBY KATZ**, Biow Co., N. Y., named Bothwell copy director; **ROBERT FINE**, Food Fair Stores, Phila., appointed to merchandising staff and **LEONARD McMAHON**, Malap Adv., Kansas City, joins Bothwell research staff.

EMMETT C. McGAUGHEY, Southern California manager, Cappel MacDonald & Co., to Erwin, Wasey & Co., as executive vice president in charge of Pacific Coast operations.

WALLACE V. MACKAY, GERALD A. HOECK and **MARLOWE HARTUNG** named general partners in Wallace Mackay Co., Seattle.

WILFRED CHARLAND, vice president in charge of radio and television, McKim Adv. Toronto, named director.

PAUL HOGUE, copy department, McCann-Erickson, N. Y., to writing staff, Morey, Humn & Johnston, that city.

WILLIAM A. WILKINSON, vice president, Foote, Cone & Belding, L. A., retired March 15 but continues as consultant on Sunkist Growers Inc. account (oranges, lemons).

LEON GREENFIELD and **MURRAY FIRESTONE**, Ralph A. Hart Adv., Phila., to Ernest Greenfield Adv., that city, as vice president-art director and director of radio-TV respectively.

ELMER PIZZI, Al Paul Lefton Co., Phila., to art department of Gray & Rogers, same city.

RAYMOND J. VISCARDI, vice president of Dundon Assoc., N. Y., to William Wilbur Adv., that city, in same capacity.

BERNARD E. HOWARD, account supervisor, Campbell-Mithun, Minneapolis, elected vice president.

JAMES R. MILLER announces formation of his own agency, Miller & Co., 120 Sixth Ave. North, Seattle. Account executives will be **J. C. GROVER, H. L. LEVERS** and **H. J. GOREN**, all Seattle advertising men.

PAUL M. CRAMER, manager of media and research, Griswold-Eshleman Co., Cleveland, named director of research. Media department will be headed by **WILLIAM A. WEAVER**, assistant to the agency's president.

JACK MILLER, manager of commercial art department, KLAC-TV Hollywood, to Jack Vaughan Adv., Burbank, Calif., as production manager and media director.

BUCKINGHAM GUNN, Foote, Cone & Belding, and **PHILIP M. WHITE**, Calkins & Holden, Carlock, McClinton & Smith, both Chicago, are chairman and vice chairman respectively of city's Cancer Crusade.

JAMES O. HANLEY, staff writer, *Minneapolis Tribune*, to Alfred Colle Adv., Minneapolis, as copywriter.

BURLINGHAM-GROSSMAN Adv., Chicago, elected to membership in the American Assn. of Adv. Agencies.

EDGAR C. PIERCE, director, KFI Hollywood, to Geoffrey Wade Adv., that city, as agency supervisor of KNBH (TV) Alka Seltzer *Newspaper of the Air*.

HAROLD KIRSCH Co., St. Louis, moves office to 8417 Delaire Blvd.

DOROTHY LEARY, personnel manager, George Jensen Inc., N. Y., to Ted Bates & Co., that city, in similar capacity.

DENNIS Adv., Glendale, Calif., moves to 4564 York Blvd., that city. Telephone is Albany 2367.

HARRY G. WILLIS & Assoc., Glendale, Calif., moves to 404 E. Broadway. Telephone is Chapman 5-3325.

KNOX REEVES Adv. closes San Francisco branch April 1.

F. R. PERSHALL Co., Chicago, elected to American Assn. of Advertising Agencies.

JOHN L. HALPIN Adv., Schenectady, moves to larger quarters at 207 State St.

Obviously OUTSTANDING...

PEORIA'S OWN RAILROAD LINKS EAST AND WEST

Toledo, Peoria and Western Railroad by-passes congested big-city terminals, providing a "time cushion" for freight schedules. Peoria's own railroad, the Prairie Marksman, is a shortcut between east and west and makes Peoria a "hub" of freight traffic.

WMBD Dominates the Rich Peoriarea Market

WMBD is the "hub" of radio listening in all the Peoriarea and provides the shortcut to direct sales results. WMBD's ability to sell goods and services to consumers in the Peoria market has been proven time after time.

IT'S SALES RESULTS THAT COUNT! Ask the people at Cohen Furniture Co., on the air with WMBD for twenty years. Ask the people at Maxon Inc., agency for Stag Beer, who just received their class "A" half-hour for the third straight year. Ask your Free & Peters Colonel about WMBD . . . *for 25 years First in the Heart of Illinois.*

CHARLES C. CALEY, President and General Manager
DON D. KYNASTON, Director of Sales

See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Affiliate
5000 Watts

In New York state . . . it's the toast of SYRACUSE—SCHENECTADY—BINGHAMTON—for Utica Club Beer

In PITTSBURGH . . . it's going like hot cakes for the Braun Baking Company

In TULSA—ST. LOUIS—OKLAHOMA CITY . . . Milnot says it's the cream of the crop

In DETROIT and TOLEDO . . . it's on top—thanks to E. & B. Beer

In MINNEAPOLIS . . . they're in a lather about it, says Marlene S

It's TV's No. 1 Musical “OLD AM

26 half-hour films with an All-

“OLD AMERICAN BARN DANCE” IS SWEEPING THE LARGE METROPOLITAN CENTERS—doing an outstanding selling job in 28 markets—a show that really “rates”:

WOW-TV, Omaha	30.9
WBTV, Charlotte	42.6
WWJ-TV, Detroit	11.5
WAFM-TV, Birmingham	21.0

IT'S A FACT THAT “COUNTRY” ENTERTAINMENT IS TREMENDOUSLY POPULAR NATIONALLY—

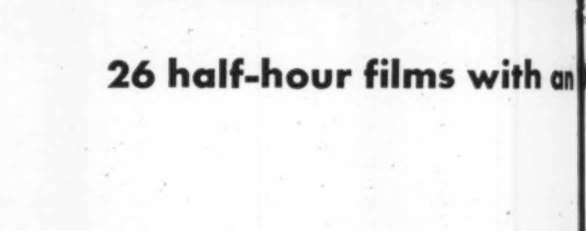
- Folk records are the largest sellers in the U. S.
- More and more “Pop” artists are cutting country tunes—scrambling to get aboard the “hillbilly” bandwagon.
- Barn Dance Entertainers are in Show Biz' “Big Time” (Tennessee Ernie, Capitol recording star and another “Old American Barn Dance” *name* has guested on the Frank Sinatra show and headlined long engagements at New York's famous “Copacobana”).

In May the Astor Roof, New York City, goes “country”!

UTP *Largest Distributor of Quality TV Films*

And here's what a leading trade publication recently said about Old American Barn Dance:

> “. . . ingredients necessary to capture big-city audiences as well as those in the rural areas . . .”
>
> BILLBOARD—March 1st.



Candy Mountain Girl
Sandy, Corky and Mar
jane. Featured comm
cially on NBC, CBS.

NBC BOUGHT IT FOR CHICAGO!

ERICAN BARN DANCE"

duced by KLING-UNITED STUDIOS

n an All-Star" Barn Dance cast *starring* **BILL BAILEY** *as emcee*

famous from coast-to-coast as headliner on "National Barn Dance", "Hoosier Hop" and the "CBS Saturday Night Party"—many others.

TEX WILLIAMS
Star of "Riverside Rancho", NBC. Recording star of "Smoke, Smoke, Smoke" fame.

PEE WEE KING
Heads the No. 1 Western Band in the country. Wrote, popularized "Tennessee Waltz", "Slow Poke" and many other hits.

SWING YOUR SALES WITH
"THE OLD AMERICAN BARN DANCE"

Phone, write, wire . . .

United
Television
Programs, Inc.

444 Madison Avenue	New York • PL 3-4620
360 North Michigan	Chicago • CE 6-0041
140 North La Brea	Hollywood • WE 8-9181

Other outstanding UTP releases—Royal Playhouse • Movie Quick Quiz • Hollywood Off-Beat • Rebound • Sleepy Joe • The Chimps Double Play with Durocher and Day • others.

Exclusive distributor for Bing Crosby Enterprises, Walter Schwimmer Productions, and others.

Advertisement

THE NEEDLE!

by MAURICE B. MITCHELL Vice-Pres. Gen'l. Mgr.
Associated Program Service 151 W. 46th, N.Y. 19

April-May-June

What are the big promotion days . . . the special selling events and unusual program possibilities of these next three months? What's the expiration date of a 13-week contract signed during this period? The answers, plus lots of other useful sales-program data, can be found in the second-quarter APS calendar, now enroute to all our subscribers and many other broadcasters who like and use it. If you're using the first quarter and haven't written to request the balance just drop us a card.

What Have We Done?

NARTB Convention-time marks a yearly anniversary in radio. That's when we meet and greet old friends and new ones, and it's doubly pleasant because it's the anniversary of the starting-date of so many of our good subscribers. As we get ready to pack up our library and ship it to Chicago for inspection by another crop of interested broadcasters, we find ourselves jotting down the things we've done since "Convention-'51." Here are some:

—Made sales training history with 14 different monthly transcribed sales meetings, now being listened to by more than 1,000 active radio people every single month.

—Tossed precedent out the window by making it possible for broadcasters to use sections of the jumbo APS library at rates that start at $19.50 per month.

—Added such great stars as Rosemary Clooney, Guy Mitchell, Denny Vaughn and others, to what is now the greatest roster of talent in any one library.

—Traveled across thousands of miles of the U.S. and Canada visiting hundreds of operators and working with many, many more at state association meetings, sales clinics, ad clubs, etc.

—Stored up hundreds of experiences, anecdotes and on-the-spot observations for release to broadcasters in future issues of "The Needle!" and forthcoming sales meetings.

—Issued a sparkling pronunciation guide for announcers.

—Finished work on a special catalog of production music that will be a basic desk-tool in every APS station.

—Stream-lined our own organization to make it possible for us to hold the APS price line—for now at least!

All these things—and many more—come from our 1951 day book. It's been a good year, and we earnestly hope you'll help us start an even better one at NARTB on March 31-April 2. We'll all be there in Room 532A at the Conrad Hilton.

Who'll be There?

Here are some of the folks you'll enjoy meeting at the APS-NARTB exhibit:

—Andy Wiswell, APS Vice President and Recording Director. Certainly the top man in his field in the transcription industry—we think he's tops, period.

—John Andrus, Treasurer of our parent company, Muzak Corporation. He's a pioneer in this field, and his outlook on business in general is better than a Washington Newsletter.

—Bill Houghton, APS Service Manager, has dealt with just about every station in the nation—our prospects and our subscribers! Handsome bachelor, too!

—Ed Hochhauser, Jr., APS Sales Chief. Like most salesmen, he has more friends than customers, but he'll be trying to balance things up.

—Mitch, who gets most of the credit while everybody else does all the work!

Come see us!

Mitch

ASSOCIATED PROGRAM SERVICE
151 W. 46th Street, New York
Plaza 7-7710

open mike

Rah, Rah, Yearbook

EDITOR:

AS BOOK REVIEW EDITOR OF JOURNALISM QUARTERLY WOULD LIKE TO REVIEW TELECASTING YEARBOOK WHICH I FEEL IS MORE VALUABLE THAN MOST BOOKS PUBLISHED. . . .

FRED SIEBERT
U. OF ILLINOIS
CHAMPAIGN, ILL.

* * *

Everybody's Happy

EDITOR:

We at WCCM would like to commend you for the excellent manner in which you handled the story of WCCM and industry which appeared in your Feb. 25 issue. Since its publication, WCCM has received many letters and queries from others in the broadcasting field relative to further details concerning WCCM's time sales to industry. The article also drew a lot of favorable comment from our business friends in this area.

George H. Jaspert
President
WCCM Lawrence, Mass.

* * *

Who, Us?

EDITOR:

United Press says your fine publication is planning on doing something about "the whole question of broadcasting's place in the news gathering family."

May I hope this is correct. May I also hope you are not going to do a little bit. It's already late but it's not too late. Let's hope what you can arouse the industry to do will not be too little. . . .

Rogan Jones
President
KVOS Bellingham, Wash.

[EDITOR'S NOTE: We are not presumptuous enough to be taking on such an overwhelming problem. UP quoted an editorial in B•T March 3 which said that Speaker Rayburn's ban could bring this question to a head. It now appears this potential will not be realized unless broadcasters see that it is; see editorial page 58 this issue.]

* * *

History Lessons

EDITOR:

I do not know whether or not you realize it, but the section of your Oct. 16, 1950, Twentieth Anniversary issued headed "Two Exciting Decades" has been a most valuable reference work for anyone who has to make talks in public from time to time on this business of broadcasting.

It also serves as a most valuable source of material for checking back occasionally to find when a certain incident occurred. I wonder if you have ever thought of bringing out an annual edition, covering the events of each year, so that this history of broadcasting could be kept perpetually up to date. . . .

E. J. Gluck
Pres. & Gen. Mgr.
WSOC Charlotte, N. C.

[EDITOR'S NOTE: Though no annual report of the kind Mr. Gluck suggests is now planned, the yearly Highlights appearing in the BROADCASTING and TELECASTING YEARBOOKS may serve his purpose.]

* * *

Ground Floor

EDITOR:

. . . Northwest Broadcasting School of Portland, Ore., realizing the tremendous impact of television in educational selling, has directed [our] agency to place tentative orders with television stations *applicants*.

Don Kneass, school supervisor, said in part: "We want to be among the first advertisers on television when it reaches Portland. We have therefore directed our agency to reserve television time for us and develop suitable program formats." . . .

W. A. Sawyer
Director
W. A. Sawyer Agency
Portland, Ore.

* * *

Thank-You Footnote

EDITOR:

"Wherever you go, there's radio."

Many of the nation's largest stations are prefacing their station breaks with this statement . . .

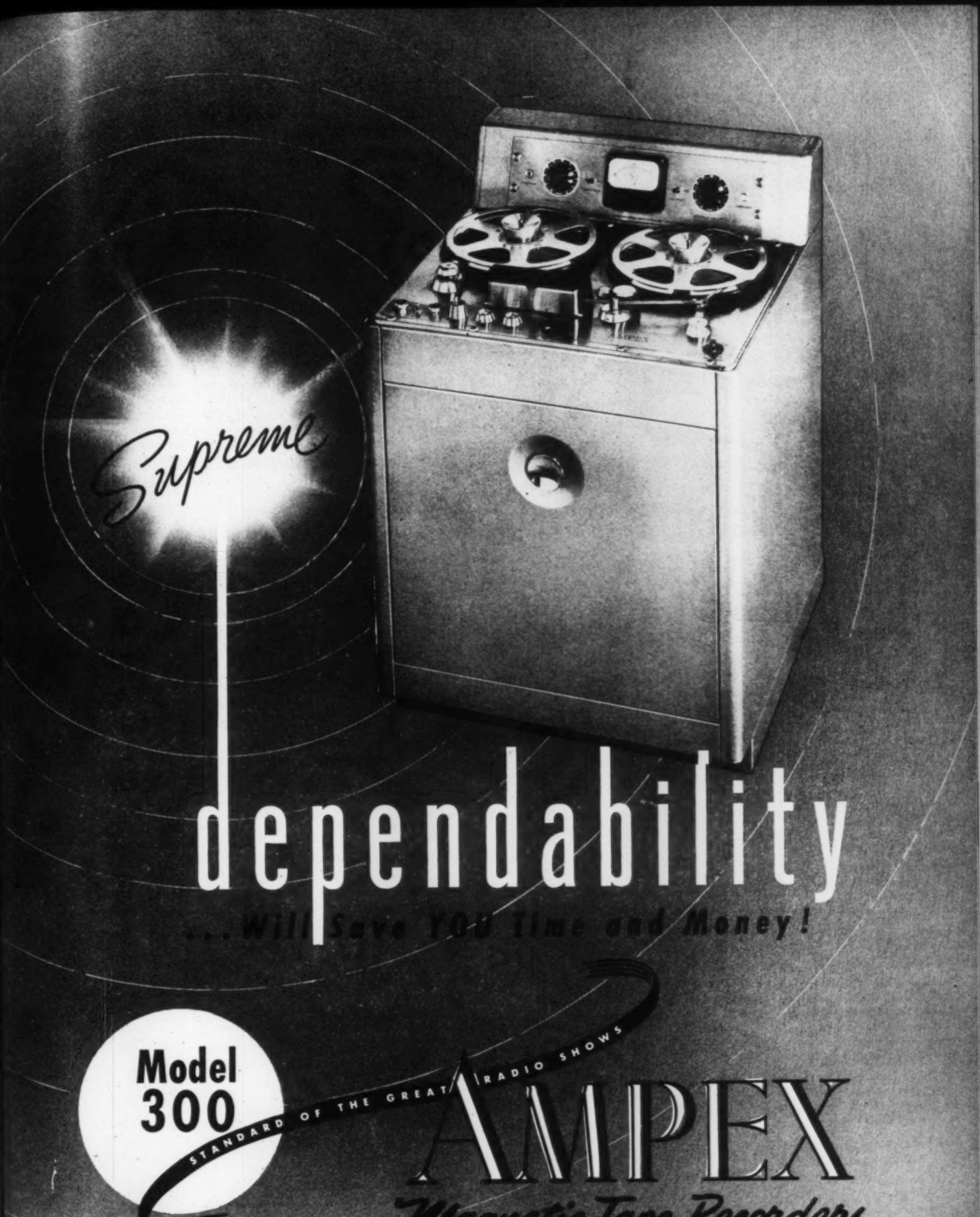
Every time I heard a station use it or I read it in print I felt I had been brought face to face with a six-year-old with its front teeth out. Something was missing . . .

Suddenly it dawned on me. Of course, the sponsor! . . .

Many in radio have for too long a time looked upon the sponsor with apathy, forgetting that good programming, as well as novel ways to present the sponsor's product to the public, have all been made possible by the sponsor's check . . .

We at KWBC, in our small way, salute the many men who supported radio in its infancy, kept faith with it through the lean years, until it was old enough to vote, as well as those who will pay its salary during its manhood. With this in mind, when we make our station breaks at KWBC, we say: "Wherever you go, there's radio, *thanks to advertising.*"

Charles D. Hobbie
Promotion Manager
KWBC Fort Worth


Supreme
dependability
...Will Save YOU Time and Money!
Model 300
STANDARD OF THE GREAT RADIO SHOWS
AMPEX
Magnetic Tape Recorders
AMPEX ELECTRIC CORPORATION .... Redwood City, California

millions listen

millions buy!

W
J
R

the
GREAT
VOICE
of the
GREAT
LAKES

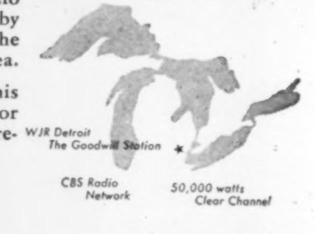
Each radio home in WJR's coverage area spends almost 1,000 dollars a year on food!

		% of National Total
Population	12,601,300	8.3
Radio Homes	3,784,170	8.1
Food Sales	$3,266,766,000	9.4

Get *your* share of the tremendous food sales in the Michigan-Great Lakes area. Pre-sell these radio families on your products . . . by using WJR, the station with the greatest coverage in this area.

For specific success stories in this large food market, write WJR or see your Edward Petry representative today.

Remember . . . millions buy WJR-advertised products!



FREE SPEECH MIKE

Radio—America's Greatest Advertising Medium

Represented nationally by Edward Petry & Company
WJR Eastern Sales Office: 665 Fifth Ave., New York

new business

Spot • • •

NATIONAL BISCUIT Co., N. Y., to launch national campaign for Nabisco Premium and Snow Flake Saltine crackers. Campaign includes announcements on 189 stations carrying Arthur Godfrey's morning show on CBS Radio plus more than 275 spots in selected markets. Agency: McCann-Erickson, N. Y.

SICKS' SEATTLE BREWING AND MALTING Co., Seattle, starts spot campaign for Rainier beer on 21 Washington radio stations. Agency: Miller & Co., Seattle. **JAMES R. MILLER** is account executive.

BARNEY'S CLOTHES, N. Y., places 25 spot announcements on WNBC New York for 13 weeks in addition to present advertising on WNEW, WMCA and WINS, all New York. Agency: Emil Mogul Co., N. Y.

MILLER BREWING Co., Milwaukee, to sponsor daily five minute weather programs on all stations of Alaska Broadcasting Co. **NORTHWEST AIRLINES** to sponsor 9 a.m. Sunday news on stations in Anchorage, Fairbanks and Seward. Agency for Miller: Mathisson & Assoc., Milwaukee. Agency for Northwest: Cunningham & Walsh, N. Y.

J. E. MORSE & Co., Halifax (tea), has started spot announcements on eastern Canadian stations. Agency: Imperial Adv., Halifax.

Network • • •

ARMSTRONG CORK Co., Lancaster, Pa., renews *Armstrong's Theatre of Today*, Saturday, 12-12:30 p.m. EST, on CBS Radio for 52 weeks. Agency: BBDO, N. Y.

CLAROL Inc., Stamford, Conn. (women's hair preparation), starts *Let's Go Hollywood* on 10 CBS California radio stations, Sun. 10:15-10:30 p.m. PST, for 52 weeks from April 6. Agency: Shevlo Inc., N. Y.

CARTER PRODUCTS Inc., N. Y. moves *City Hospital* from ABC-TV to CBS-TV effective March 25. Show will alternate with Schick Inc.'s *Crime Syndicated* Tues., 9-9:30 p.m. EST. Agency for Carter Products: Sullivan, Stauffer, Colwell & Bayles, N. Y.

GILLETTE SAFETY RAZOR Co. and **R. J. REYNOLDS Co.** sponsoring five minute warm-ups and five minute summaries respectively before and after MBS's *Game of the Day* [B•T, Feb. 25, 11]. Gillette will use time 7 days per week; Reynolds, six day. Remaining time sold by MBS to **GENERAL MILLS** for Wheaties. Agency for Gillette and its subsidiary, Toni Co., which shares sponsorship: Maxon Inc. Agency for Reynolds: William Esty & Co., same city. Agency for General Mills: Knox-Reeves Adv., N. Y.

REICHHOLD CHEMICALS Inc., Detroit, adds five stations to *America's Town Meeting*, ABC-TV, Sun., 6:30-7 p.m., increasing number of outlets to 13. Agency: MacManus, John & Adams, Detroit.

GENERAL FOODS Corp., N. Y., to replace *Hopalong Cassidy* effective March 22 with *Tarzan* series, Sat., 8:30-9 p.m., CBS Radio. Agency: Foote, Cone & Belding, N. Y.

STANLEY DRUG PRODUCTS, Portland (specialty drug products), starts *Command Theatre* on 28 Columbia Pacific Network stations, Sun., 1:30-2 p.m. PST, for 52 weeks from March 16. Agency: Edward S. Kellogg Co., L. A.

LEWIS HOWE, St. Louis (Tums) replaces *Tum's Hollywood Theatre* with *Barrie Craig, Confidential Investigator* on 25 Trans-Canada network stations, Tues. 8:30-9 p.m. Agency: Dancer-Fitzgerald-Sample, Toronto.

KNOX GELATINE Co., Johnstown, N. Y., to sponsor 8:45-55 a.m. Monday segment of NBC-TV's *Today* effective March 24. Agency: William H. Weintraub & Co., N. Y.

Agency Appointments • • •

G. H. P. CIGAR Co., subsidiary of Consolidated Cigar Corp., N. Y., appoints William H. Weintraub & Co., same city.

ELECTRONIC SPECIALTY Co., Glendale, Calif., (Shavex electric shaver), appoints Factor-Breyer Inc., L. A.

EMENEL Co., Loma Linda, Calif. (vitamins), appoints Harry G. Willis & Assoc., Glendale.

QUALITY BAKERS OF AMERICA COOPERATIVE Inc. (Sunbeam

(Continued on page 48)

"THE SELLING STATION"

in

Indianapolis, Indiana

WXLW

is pleased to announce the appointment

of the

JOHN E. PEARSON COMPANY

NEW YORK CHICAGO DALLAS MINNEAPOLIS
LOS ANGELES SAN FRANCISCO

as its exclusive national representative

effective immediately

For the Indianapolis story and availabilities on the Selling Station of Indianapolis, see your PEARSON MAN

WXLW

1590 KC

ROBERT D. ENOCH
General Manager

1000 W-D

Here's Archer!

GENE ARCHER

WRC's Gene Archer, to be exact. Gene's delightful mid-day program features the Cliff Quartette's individual music, popular records . . . **plus** Gene Archer's own brilliant baritone style.

Participation in this choice time period (12:30-1:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

A birthday cake marks occasion of Gold Leaf's first anniversary of advertising over KDYL. At informal ceremony are (l to r) Messrs. Wright, Woolley and Bacon.

* * *

ANOTHER business built by radio is the Gold Leaf Insurance Co., which this month completed a full year of advertising over KDYL Salt Lake City.

Fred J. Bacon Jr., president of the Utah hospital and surgical insurance company, opened his office early last year. His advertising objectives were threefold: To build a sales organization; to inform people that his new health and surgical insurance policy was available, and to obtain leads on prospective customers.

Today, without having spent a cent on any medium other than radio, 17 salesmen are kept busy.

At the outset, Harold Woolley, KDYL account executive, convinced Mr. Bacon to begin a spot announcement series on the Will Wright musical programs, *The Old Corral* and *Hit Review*.

The announcements were scheduled on a daily basis. Monday, Wednesday and Friday spots were heard in the period between 6:30-6:45 a.m. Tuesday, Thursday and Saturday announcements were aired between 7:45-8 a.m.

KDYL announcements have drawn from three to 18 leads every morning. Gold Leaf salesmen closed out about 85% of these leads.

In midsummer, Mr. Bacon expanded his radio campaign to include announcements on two other stations in other Utah areas. When these announcements failed to produce the expected quantity of leads, Mr. Bacon decided to try recorded spots by Mr. Wright. Almost immediately the Salt Lake City story was repeated—the leads started flowing in.

Mr. Bacon believes that Mr. Wright has in his voice a quality of sincerity which inspires trust and accounts for his success.

Salesmen have repeatedly reported that sales have been closed more easily because of the trust and confidence already established through radio.

To back up his radio leads, Mr. Bacon has been scrupulous in maintaining that confidence through the caliber of his operation and his selection of salesmen.

strictly business

ANDREW A. McDERMOTT

WHEN the Toronto Advertising and Sales Club, said to be largest club of its kind under the British flag, held its "salute to radio" luncheon on March 25 in connection with the annual meeting of the Canadian Assn. of Broadcasters, the main organizer of the event was Andrew Arthur McDermott.

A newspaperman, Andy McDermott got into radio in the depression '30s when he saw western Canadian daily newspapers losing circulation while radio stations increased their listening audience by providing frequent newscasts.

Today, the friendly and hard-working Mr. McDermott is vice president and general manager of Radio & Television Sales Inc., Toronto, a firm he founded in 1951 to represent a number of French language radio stations at Toronto and Montreal.

He entered radio as a newscaster about 1930 on the former CHWC Regina (later merged with CKCK there). He did an early morning newscast for which he was paid

(Continued on page 63)

IF YOU'RE INTERESTED IN the IRISH...

You Can Tell an Irishman Today by the Green He's Wearing, But Here in Milwaukee You Can Tell Him EVERY DAY Over WISN.

Why? Because WISN Programs For All the People, All the Time. And WISN's Big Loyal Audience Gets Real Results For You.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

Webster has a word for it

COLOSSUS OF THE CAROLINAS

An unabridged dictionary of the glib ad lib, WBT's Kurt Webster delivers a 46% Share of Audience on his 9 AM audience participation show, "What's Cookin'?" . . . pulls 50%-plus at 11:30 AM for "Street Man" and on his "Midnight Dancing Party." Kurt's audience-pulling power is another reason why advertisers who want to put in a *good* word for their products in the Carolinas naturally turn to WBT and its local personalities.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

RCA's TV "Basic

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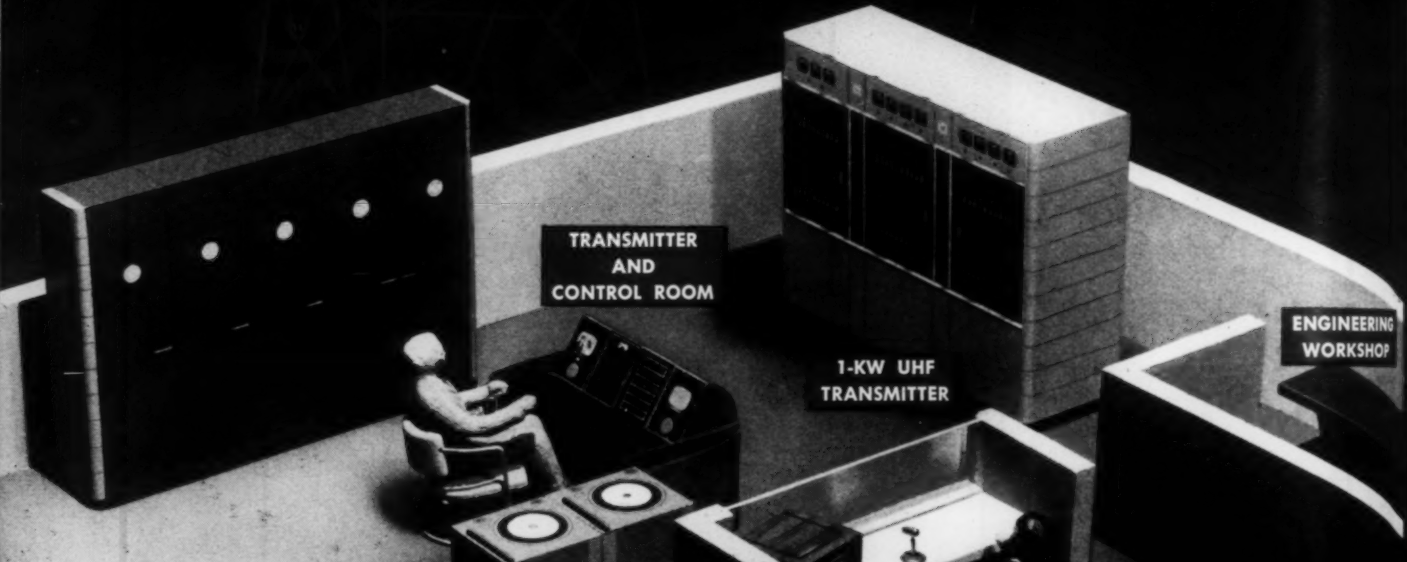

TRANSMITTER AND CONTROL ROOM
1-KW UHF TRANSMITTER
ENGINEERING WORKSHOP
VIDEO/AUDIO CONTROL CONSOLE
ANNOUNCE STUDIO
PROJECTION FACILITIES

Typical BASIC BUY station for UHF—complete with RCA 1-kw transmitter and antenna. Delivers up to 20 kw, ERP. Provides four program services. No local talent or local pick-ups needed. Size of transmitter, unit arrangement, and future plans determine the floor area (layout here is only 30' x 20'). For higher power, add an RCA 10-kw amplifier to the "1-kw". Add studio facilities any time.

XUM

Buy" does the most

-with the least TV equipment -VHF or UHF!

4 PROGRAM SERVICES
–no local studios needed!

- **Network programs**
- **Local films (16mm)**
- **"Stills" from local slide projector**
- **Test pattern from monoscope (including individualized station pattern in custom-built tube)**

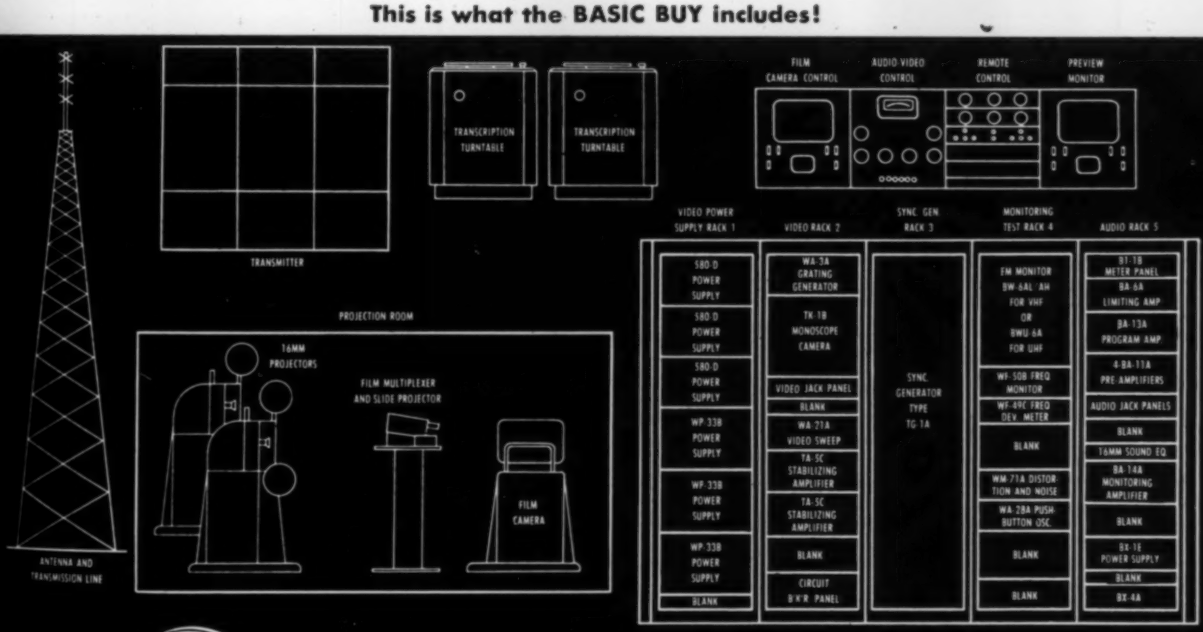
THIS PICTURE ILLUSTRATES what we think is the minimum equipment a TV station should have to start with–*and earn an income.* The arrangement can handle any TV show received from the network and provides station identification and locally inserted commercials as required. In addition, it offers an independent source of revenue–by including film and slide facilities for handling local film shows and spots, or network shows on kine recordings.

The BASIC BUY includes: A transmitter and an antenna (necessary for any TV station); monitoring equipment (required by FCC); film and slide equipment (for local programs–and extra income); monoscope camera for reproducing a test pattern of known quality (important for good station operation and as an aid to receiver adjustment); and a control console that saves operator time and effort (it enables one technical man to run the station during nearly all "on-air" periods).

RCA's BASIC BUY can be used in combination with any RCA TV transmitter and antenna, of any power–VHF or UHF. Matched design and appearance make it easy to add facilities any time (you need never discard one unit of a basic package). And note this: *RCA BASIC UNITS ARE IDENTICAL TO THE RCA UNITS USED IN THE BIGGEST TV STATIONS!*

RCA's BASIC BUY is already being adopted by many TV station planners. Let your RCA Sales Representative work out a flexible package like this for you–show you how to do the most with the least equipment!

This is what the BASIC BUY includes!



TRANSMITTER
TRANSCRIPTION TURNTABLE
TRANSCRIPTION TURNTABLE
FILM CAMERA CONTROL
AUDIO VIDEO CONTROL
REMOTE CONTROL
PREVIEW MONITOR
VIDEO POWER SUPPLY RACK 1
VIDEO RACK 2
SYNC. GEN. RACK 3
MONITORING TEST RACK 4
AUDIO RACK 5
580-D POWER SUPPLY
580-D POWER SUPPLY
580-D POWER SUPPLY
WP-33B POWER SUPPLY
WP-33B POWER SUPPLY
WP-33B POWER SUPPLY
BLANK
WA-3A GRATING GENERATOR
TK-1B MONOSCOPE CAMERA
VIDEO JACK PANEL
BLANK
WA-21A VIDEO SWEEP
TA-5C STABILIZING AMPLIFIER
TA-5C STABILIZING AMPLIFIER
BLANK
CIRCUIT B'K'R. PANEL
SYNC. GENERATOR TYPE TG-1A
FM MONITOR BW-6AL/AH FOR VHF OR BWU-6A FOR UHF
WF-50B FREQ. MONITOR
WF-49C FREQ. DEV. METER
BLANK
WM-71A DISTORTION AND NOISE
WA-28A PUSH-BUTTON OSC.
BLANK
BLANK
BI-1B METER PANEL
BA-6A LIMITING AMP
BA-13A PROGRAM AMP.
4-BA-11A PRE-AMPLIFIERS
AUDIO JACK PANELS
BLANK
16MM SOUND EQ.
BA-14A MONITORING AMPLIFIER
BLANK
BX-1E POWER SUPPLY
BLANK
BX-4A
PROJECTION ROOM
16MM PROJECTORS
FILM MULTIPLEXER AND SLIDE PROJECTOR
FILM CAMERA
ANTENNA AND TRANSMISSION LINE

RCA

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

"KWKH does a good job for us"

Says JOE T. MONSOUR

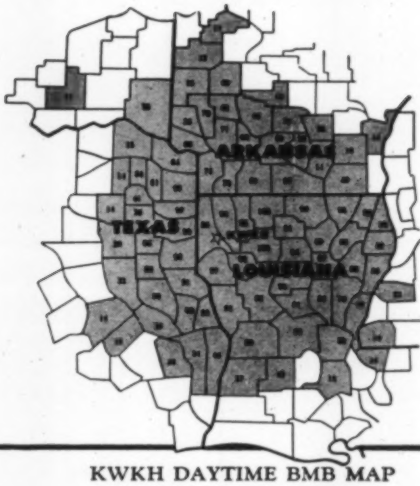
President, Monsco Supply Company

IMPORTANT LOUISIANA DISTRIBUTOR

As the promotion-minded head of one of the most successful plumbing-supply houses in the Louisiana-Arkansas-Texas area, Mr. Joe T. Monsour advertises extensively over KWKH. Here's what he recently wrote us:

"We have found that KWKH goes 'All Out' to service our account. Our advertising over this station has produced outstanding results for the various nationally-advertised products we distribute. It has increased our sales volume because of the constant reminder to the public that we desire to serve our customers with the very best products in the field. In other words, Radio Station KWKH is doing such a good job for us we see no reason for considering other media.

(Signed) *Joe T. Monsour*"



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

Texas
SHREVEPORT LOUISIANA
Arkansas

50,000 Watts · CBS ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING

Vol. 42, No. 11 MARCH 17, 1952

FCC REVAMP

House Group Reports Its Own 'McFarland Bill'

RADIO HISTORY was written in the House last Wednesday when the Interstate & Foreign Commerce Committee reported out its own version of the Senate-passed McFarland bill (S 658) [CLOSED CIRCUIT, March 10].

House approval of the measure appeared certain. However, a time lag is inevitable since first the committee staff must whip into legislative language the various changes voted by the Commerce Committee. Before the bill can get to the floor, the House Rules Committee must clear it.

This is the McFarland bill that would modernize or "streamline" FCC procedures. It would accomplish this by overhauling the Communications Act enacted in 1934.

It is the legislation that passed the Senate four times since 1949 (see "S 658 Legislative Record," this page), but never got past the House committee in its many trips to the lower chamber.

Chairman Robert Crosser's (D-Ohio) committee action was without precedent. It was the first time the committee has taken an affirmative stand on the only major piece of broadcast legislation in nearly two decades.

Whether the bill will have smooth sailing from this point on, was a matter of opinion last week. Authorities felt that the changes placed in the bill—on anti-trust actions by the FCC and on newspaper ownership of stations—are possibly important enough to entangle Senate-House conferees.

The House amendments have not been printed as yet. However, the committee released a precisely worded statement Thursday (which appears in full text on page 54) explaining the differences between its amendments and S 658.

This is what the House version would do:

● When the broadcaster goes before FCC for renewal of his license, he still would need to prove he is operating in the public interest as he must do now.

(The McFarland bill would have changed this by placing "burden of proof" with the Commission. The licensee would not have to prove he is operating in the public interest when going to hearing before FCC for renewal of his license).

● The broadcaster would no longer be required to file as much detail as he does now when he is filing for a license renewal.

● There would be a 30-day protest period allowable on grants which are issued without a hearing. But hearing cases would have to be completed within six months, or the Commission must notify Congress of the delay.

● A time limit would be placed, within three months of filing, for FCC's action on original applications, renewals and transfer cases, or again, Congress would be told.

● Notification of 30 days would be required before applications are set for hearing or grants are issued without hearing.

● FCC would have the authority to issue cease and desist orders, to suspend licenses not longer than 90 days and to levy fines up to $500 per day for violations of the Communications Act, FCC regulations or treaties.

(Suspending licenses and levying fines are additional powers not in the McFarland bill.

● So-called "double jeopardy" in anti-trust cases, whereby a licensee is subject to both FCC action and the courts, still stands.

(This is one of the major broadcaster complaints which the McFarland bill would have eliminated, by permitting FCC to refuse a license only after the court has ruled that an applicant's license is revoked because of anti-trust activity.)

● FCC's procedure in cases which must go to formal hearing and any court review that may

(Continued on page 54)

S 658 Legislative Record

McFARLAND BILL was passed twice in the Senate, as S 1973 and as a rider to HR 4251, Aug. 9, 1949 and July 26, 1950, respectively in the 81st Congress. Following is chronology of McFarland Bill action in the 82d Congress (1951-52):

● Jan. 23, 1951—New bill (S 658) introduced by Senate Majority Leader Ernest W. McFarland (D-Ariz.) and identical to Sen. McFarland's bill in 81st Congress.

● Jan 24, 1951—S 658 reported unanimously by Senate Interstate & Foreign Commerce Committee.

● Feb. 5, 1951—Senate passed S 658.

● Feb. 28, 1951—Senate Interstate & Foreign Commerce Committee attached S 658 to House monitoring bill (HR 1730) as "rider."

● April 5, 1951—House Interstate & Foreign Commerce Committee started full committee hearings on S 658.

● April 9, 1951—House hearings recessed temporarily.

● April 27, 1951—House hearings on S 658 concluded.

● Sept. 19, 1951—House Commerce committee began executive sessions of full committee on S 658.

● Oct. 14, 1951—House Commerce committee shelved further sessions in view of Congressional adjournment.

● Feb. 5, 1952—House Commerce committee resumed closed sessions on S 658.

● March 12, 1952—House Commerce group ordered S 658 to be reported.

NETWORK CLIENTS

At Least Nine Alter Plans

By FLORENCE SMALL

AT LEAST nine major advertisers are revising their radio and television plans with some sweeping changes contemplated that may alter appreciably the present makeup of the network's program schedules. In addition, at least four major agency switches by radio and TV advertisers will take effect shortly.

Procter & Gamble, Cincinnati, number-one radio and TV timebuyer, is planning to buy the 9:30-10 a.m. morning time on NBC radio, which is understood to have been cleared by 140 stations. By next October the network hopes to get the previous half hour too.

P & G is understood to be considering putting its *Beulah* and *Ma Perkins* strips into the new morning period. Whether the advertiser will continue to sponsor *Beulah* on CBS Radio is still to be decided by the firm, with actual decision expected by the end of this week. Latter show, along with the *Tide Show* and Lowell Thomas program are subjects of the recent bid by P & G's agencies for lower nighttime rates [B•T, Feb. 25].

Lever Brothers, New York, is unhappy with its present time on *Lux Video Theatre* (Monday, 8-8:30 p.m.) on CBS-TV and is understood to be shopping for a new time segment on CBS-TV. In addition the advertiser will cancel its *Joyce Jordan* on ABC radio, 3:30-3:45 p.m., five times weekly, or move it to an early morning time on the network, following the P & G trend.

Pall Mall Increasing

American Cigar and Cigarette Co., New York (Pall Mall cigarettes), is planning to increase its television spot activity by adding ten secondary markets to its current spot schedule in the top ten markets. Pall Mall is planning to renew its *Big Story* on NBC radio (Wednesday, 9:30-10 p.m.) with an eight-week summer hiatus, and its TV version of *Big Story* on NBC-TV (Friday, 9-9:30 p.m.), using a summer replacement called *The Door With No Name.* Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

Bayuk Cigars Inc., Philadelphia (Phillies cigars), will add a television program to its overall advertising budget when it picks up the Wednesday evening 9-9:30 p.m. time on ABC-TV on April 16. Advertiser will sponsor the return of *The Adventures of Ellery Queen.* The program had been on the network since December 1951. Ellington & Co., New York, is the agency.

Standard Brands and Continental Baking Co., both in New York, are adding segments of the *Howdy Doody* five times weekly show on NBC-TV to their overall advertising program starting June 1. Ted Bates, New York, is agency for both.

Liggett & Myers, New York, for Chesterfield cigarettes, is expecting to renew the *Perry Como Show,* three times weekly on CBS-TV, and its Arthur Godfrey show on CBS Radio and CBS-TV. But the status of its two radio shows—Bing Crosby, Wednesday, 9:30-10 p.m. on CBS Radio, and the Bob Hope show, Tuesday, 9-9:30, p.m. on NBC radio—is still up in the air.

Advertiser is understood to have

(Continued on page 70)

OHIO NETWORK

Formed With WERE as Key

START of commercial operation of Ohio Radio Network, formed to give tailored coverage of the state market through a cooperative radio-station group, was announced last week.

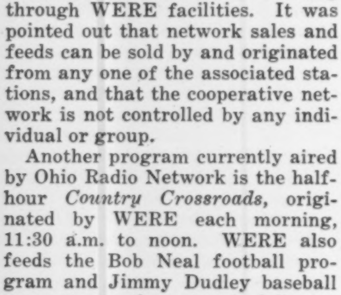
Key station of the network is WERE Cleveland. For the present, WERE will originate almost all Ohio Radio Network programs, which are built around a strong sports core. WERE currently originates broadcasts of the Cleveland Indians baseball games to 30 stations, Cleveland Browns football to 43 stations, and Cleveland Barons hockey to seven outlets.

First network sponsor was Graybar Electric Corp., signed March 7 through WERE General Sales Manager Keith Baldwin, who is to handle all sales arrangements for ORN. Graybar will sponsor the *Tenth Inning* program following each Cleveland Indians' game over WERE, WAKR Akron, WATG Ashland, WJER Dover, WICA Ashtabula and WLEC Sandusky. The same program, featuring roundups of all baseball scores by Jack Graney, also will be made available to stations carrying the Indians' games in Ohio, Pennsylvania and New York.

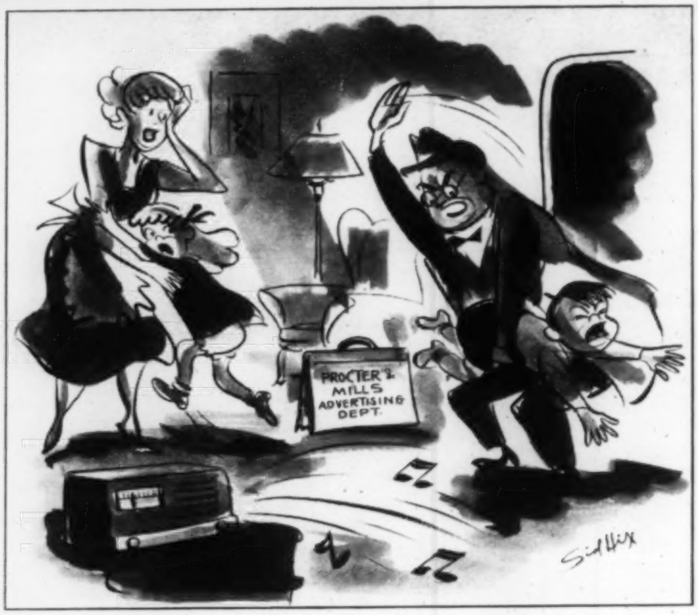
The Ohio network emphasizes its complete flexibility in relation to the number of stations and market locations to potential sponsors, while also providing "one-point" clearance of time, sales and billing through WERE facilities. It was pointed out that network sales and feeds can be sold by and originated from any one of the associated stations, and that the cooperative network is not controlled by any individual or group.

Another program currently aired by Ohio Radio Network is the half-hour *Country Crossroads*, originated by WERE each morning, 11:30 a.m. to noon. WERE also feeds the Bob Neal football program and Jimmy Dudley baseball programs to the network daily.

The Cleveland Indians games are broadcast, in addition to stations carrying the Graybar sponsorship, by the following: WFAH Alliance, WTRF-FM Bellaire, WHBC Canton, WVKO Columbus, WTNS Coshocton, WONE Dayton, WLIO East Liverpool, WEOL Elyria-Lorain, WFIN Findlay, WFOB Fostoria, WFRO Fremont, WMOA Marietta, WCLT Newark, WSTV Steubenville, WWST Wooster, WBBW Youngstown, and WMVO Mt. Vernon, all Ohio; WBUT Butler, WERC Erie, and WPIC Sharon, all Pennsylvania; and WKBW Buffalo, WFCB Dunkirk, WJTN Jamestown, WHLD Niagara Falls, and WHDL Olean, all New York.



GORDON McLENDON (r), LBS president, was presented a plaque by the Disabled American Veterans at broadcast ceremonies in Miami, Fla., March 9, in recognition of Mr. McLendon's "exceptional and meritorious conduct in performance of outstanding service" for the DAV. Vivian D. Corbly (l), Cincinnati, national DAV adjutant, made presentation.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"I'll teach you to make a liar out of your father by listening to radio at night!"

DODGE TO GRANT

Accounts Leaves R & R

DODGE Division of Chrysler Motor Co., Detroit, last week switched its passenger car account from Ruthrauff & Ryan, New York, to Grant Adv., Chicago, after almost 20 years with R & R. The account, estimated to bill some $9 million in advertising yearly, will change over from R & R before July 31, a Dodge spokesman said.

Broadcast media gets a relatively small proportion of the billing, he said. Its only television venture, *Showtime USA* on NBC, was dropped last summer and no future TV plans have been made. Radio, used consistently, varies in quantity from one season to another in its spot schedules.

Ross Roy Agency, Detroit, will continue to handle advertising for the truck division.

Several Dodge dealer associations which have placed their business through R & R are expected to go to Grant also, among them being the Chicago and St. Louis groups, although this was unconfirmed. Mr. Grant, who headquarters in Chicago and will probably supervise the account, was not available for comment.

Methods of handling cooperative advertising will not be affected by the change, the spokesman said.

WHEELER NAMED

Is Bannister Successor

EDWIN K. WHEELER, former business manager of the *Detroit News*, has been appointed general manager of WWJ-AM-FM-TV, it was announced by W. E. Scripps, president of the Evening News Assn., owners of WWJ.

Mr. Wheeler

Mr. Wheeler succeeds Harry Bannister who has resigned to join NBC (see story page 25).

Mr. Wheeler first joined WWJ as a salesman in 1937, leaving the U. S. Rubber Co. sales staff.

Four years later he became manager of WWJ-FM and in 1942 he was named assistant general manager of the *Detroit News* in charge of radio and subsequently television.

Mr. Wheeler held this post until 1949 and subsequently became the business manager of the *News*.

He became well known in Detroit during World War II when he headed radio committees for the War Chest, Red Cross and other community drives.

Chlora-Stick Test

WHITEHALL PHARMACAL Co., New York, names Abbott Kimball Co., that city to handle advertising for its Chlora-Stick, solid deodorant containing chlorophyll. Preliminary spot radio test is now under way in one market with actual test campaign to begin almost immediately in three or four markets for 13 weeks. If test is successful, campaign will be expanded nationally.

NETWORK GROSS

Continues Downward Tr

RADIO networks' gross time sa in January continued the decl which during 1951 dropped th combined time sales to nearly below the 1950 level.

Aggregate time sales at one-ti rates of ABC, CBS, MBS and N totaled $14,477,939 this Janu a drop of 13.3% from the total $16,691,878 for the first mo of last year according to P lishers Information Bureau.

Broken down by individual n works, the PIB figures show i creased billings for ABC and M this January over last, decrea for CBS and NBC, suggesting the decline is caused more by rate re ductions put into effect last su mer by NBC and CBS, but not b ABC and MBS, than by a loss i volume of radio network busines

	Jan. '52	Jan. '5
ABC	$3,307,464	$3,099,
CBS	5,160,182	6,833,
MBS	1,678,409	1,542,
NBC	4,331,884	5,215,
Total:	$14,477,939	$16,691,

FERRISE RAISED

To WMMN Managing Di

APPOINTMENT of A. Garen Ferrise as managing director of Fort Industry Co.'s WMMN Fairmont, W. Va., and Frank J. Lee as assistant managing director, was announced last week by William E. Rine, regional vice president of the Central District of Fort Industry.

Mr. Ferrise advances from the post of WMMN commercial manager to succeed Glenn Jackson, who has been named managing director of the company's WAGA-AM-FM-TV Atlanta [B•T, March 10].

With WMMN since April 1948, when he left the position of accounting supervisor for Westinghouse Electric & Mfg. Co. to join the Fairmont station's sales staff, he had served as commercial manager since December 1950.

Mr. Lee, a graduate of the U. of Scranton, entered radio as staff announcer at WGBI Scranton, Pa., and also was affiliated with WKST New Castle and WJPA Washington, Pa., and WAKR Akron before joining WMMN in 1943 as announcer-sports director. He was promoted to program director in 1944, continuing in that post until his advancement last week to assistant managing director.

Bowman Quits Y & R

PHILIP G. BOWMAN, radio and television director of Young & Rubicam, Chicago, resigned Friday to work as an m.c. on the CBS Radio feature *Housewives Productive League*. No replacement as director has been named, but Fred Kilian, former radio and TV account supervisor on Schlitz at Y & R, will handle all programming responsibility.

TOP NETWORK POSTS Murphy Heads CBS Radio, Bannister to NBC

CHAIN of high-level executive lignments and impending anges startled the broadcasting dustry last week, installing rian Murphy in Howard S. ighan's job as president of CBS dio and slating Harry Bannister, lorful figure at WWJ Detroit r almost two decades, for a major ecutive post at NBC.

With unexpected suddenness and formal explanation, Mr. Murphy s moved from the presidency of BS Labs into the CBS Radio esidency, and Mr. Meighan rerned to the general executive oup of the overall CBS corporan. Mr. Murphy's successor at BS Labs had not been designated te last week.

NBC's equally unheralded anuncement of Mr. Bannister's ove gave no hint of the nature of s network duties, but it seemed nerally accepted that he was desed for top rung in station reions, with Stations Relations ce President Carleton D. Smith portedly slated for other NBC ties. Mr. Bannister's move is fective April 14.

CBS President Frank Stanton nounced the Murphy-for-ighan substitution on Tuesday, fective Wednesday.

Although the announcement gave reasons, it was understood that least one key factor was that r. Meighan had become engrossed a number of broad policy quesns, not all of them relating rectly to the operation of CBS dio, and that it was felt he ould concentrate in this area, ere he had operated prior to beming CBS Radio president when at division was formed lást July.

TV Background

Selection of Mr. Murphy as the w radio chieftain also precipited industry speculation, since s CBS background has been preminantly in television. CBS asoning on that point appeared be that even though Mr. Murphy s been closely identified with TV s experience and ability as an ministrator fit the requirements the radio presidency.

There was no indication who his ccessor as head of CBS Labs ay be. Peter C. Goldmark, who veloped the CBS color television stem and the LP record, is labatories vice president in charge engineering research and delopment, but observers quesned whether CBS would wish saddle his inventive talents with erall administrative responsibilis.

In what was regarded as an imnding reshuffling at NBC, obrvers felt a reassignment for Mr. ith, when and if it develops, uld be traced primarily to the twork's lack of success in selling radio affiliates on the adjustnts in their network rates which NBC proposed last October [B•T, Oct. 8, 1951].

Mr. BANNISTER

Mr. MURPHY

Mr. MEIGHAN

* * *

Mr. Smith has had a major responsibility in efforts to induce affiliates to accept the formula-set changes, which have been widely controversial and met with stiff opposition among many leading stations. At the NBC convention at Boca Raton last December, affiliates voted 72-to-22 to ask that the plan be held up pending further studies which they would help finance, but NBC officials said they would proceed with the plan as scheduled [B•T, Dec. 3, 1951].

A number of stations have agreed to the rate changes dictated by the new formula, but NBC has been unable to get acceptances from enough to permit its implementation. Only last week members of the All-Radio Affiliates Committee, which has openly attacked the plan, pronounced it dead (see story, below).

Under the rate proposal, some affiliates would get increases in their network rates but most would get reductions, although overall the adjustments would average out to a point where the cost of the full network to an advertiser would be little different from the present cost.

Mr. Smith's direct responsibility for winning station acceptance of the plan has been second only to that of Executive Vice President Charles R. Denny, who devoted substantial time not only to development of the plan but also to personal visits to sell it to station management. Mr. Denny currently is on a two-week vacation trip to Europe, slated to return about March 24.

Mr. Bannister, whose forthcoming NBC assignment was officially described only as "an executive capacity," was a member of the special committee, which with NBC officials, developed the "Basic Economic Study" which the new

(Continued on page 70)

AFFILIATES GROUP *Again Hits Cut-Rate Radio*

WINDING up a year's work, the All-Radio Affiliates Committee last week struck out anew at cut-rate radio deals, abdication of rate-setting rights to the networks and called for fundamental research to show the full extent of radio's listenership and sales impact.

Instead of cutting rates or considering under-the-counter deals, the committee maintained that radio should take a lesson from printed media which, on the basis of increased costs, have raised rates even though their circulations are static and their readerships probably diminished. It was suggested that "special deals" may violate the Robinson-Patman Act as well as the standard advertising contract.

Committee members clearly considered that NBC's controversial proposal for formula-fixed network rates for its affiliates has been killed—"dead as a dodo," in one committeeman's words—and that CBS Radio's renegotiation of affiliation contracts, to empower the network to change rates almost at will, should similarly be scotched.

NBC authorities offered no comment.

The committee's summary of its past year's activities will be presented, along with resolutions recommending future activities and policies, as a "final report" of the committee as presently constituted during the NARTB convention in Chicago.

Meeting March 31

This meeting, open to the 354 stations which have contributed financially to the committee's activities, will be held March 31 at 4 p.m. in the Conrad Hilton Hotel's South Ballroom. It will be up to the stations to say whether the committee operation will be continued. The present committee, set up spontaneously under Paul W. Morency of WTIC Hartford during the network rate crisis at last year's convention, feels it was established as a between-convention organization and has made no recommendation for continuance or termination, though members assert privately that they feel some such organization should be kept in force.

Although the terminology remains to be so worked out, the resolutions to be presented to the affiliates in Chicago were described as including:

- Condemnation of "the dangerous practice of permitting major advertisers to set our rates for us"—taken as a blow at, among others, current efforts of Procter & Gamble to secure night rates more nearly comparable with daytime rates and of General Mills to buy summer spots at substantially reduced rates.
- Reiteration that radio must keep itself financially strong if it is to hold its topmost place as a selling medium.
- Insistence that affiliates should maintain "continuing bargaining position" as regards the rates at which their facilities may be sold—a strike directed especially

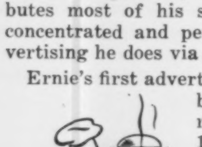
(Continued on page 71)

THE HAMBURGER KING WHO RULES BY RADIO

THE IMPORTANCE of being Earnest doesn't impress Earnest Propstra. That's his legal name, but to thousands upon thousands of radio listeners—and almost as many customers—he's known as Ernie The Hamburger King.

What does impress this Seattle restaurateur is the power of radio—and, in his case, daytime radio with a saturation schedule consisting largely of 10-second spots—to bring in customers who are happy even before they've sampled his "giant overstuffed hamburgers."

Currently, he sells 1,200 a day of the 'burgers, each made, he boasts, of a sixth of a pound of beef. Ernie takes due credit for serving good food in clean surroundings and for catering especially to "children and their parents," but he attributes most of his success to the concentrated and personalized advertising he does via radio.



Ernie's first advertising, after he bought the restaurant at 118 Pike St., Seattle, in April 1946, was in newspapers but it was unsuccessful. By the fall of that year, he was using his first spot announcements on KEVR (now KING) Seattle. With nighttime radio only, he spent $2,000 in a year, and although he was then carrying a full menu, customers began coming in and ordering hamburgers without a glance at the other offerings.

By the fall of 1947, when he switched to KXA Seattle, Ernie had begun to feature the 'burgers. When KXA went on a daytime-only schedule, in November, 1949, Ernie worried that his spots would be less successful. He found, however, that the daytime announcements were even more productive, because he was reaching the women and children before they came downtown and he began to direct his messages to them.

Makes Own Spots

At about the same time, he began to transcribe his own spots. Two recent samples of the 10-second announcements:

This is Ernie. Hamburger lovers come in assorted sizes—small, medium and large. But giant overstuffed hamburgers come in one size only—BIG! Exclusive at Ernie's . . . downtown, 118 Pike, and the new drive-in at 4th and Denny.

Hi fellas and girls, this is Ernie. The Hamburger lover's Declaration of Independence entitles him to life, liberty and the pursuit of giant overstuffed hamburgers at Ernie's, 118 Pike and 4th and Denny.

The effect of the personality, the humor and the direct approach to young listeners was felt immediately. Every day, Ernie says, he is approached by mothers with children in tow, and the typical remark is: "My little boy hears you on the radio all the time and insisted we come here to eat."

Ernie's present schedule includes ten 10-second and one 1-minute spot daily on KXA, all transcribed by the advertiser, a one-minute announcement daily on the *Spike Hogan Show* (also KXA), and five nightly announcements on the late-music *Bill Apple Show* on KRSC Seattle. The last is used to plug his drive-in, opened in 1951.

In addition, since last December, Ernie has been using one-minute spots on KING-TV Seattle, on a small schedule. The present advertising budget, averaging between $800 and $900 monthly, goes 100% into radio, except for the video spots and occasional courtesy ads in high school publications.

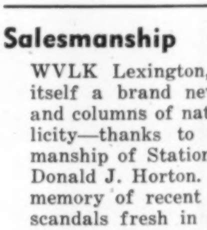
Success? In 1949, Ernie's volume of business was 14% over 1948. In 1950, it was up 22% over '49. In 1951, the volume was 31% over 1950. The sky is apparently the limit for Ernie's beloved hamburger lovers, but Ernie isn't worried. As he said recently in one of his spots, "We can handle a million cars at the Drive-In—seventeen at a time."

Friends From Afar

One customer came in recently and announced: "I'm from Boulder, Colorado. Spike sent me." Another reported that he had heard one of Ernie's announcements on KXA while fishing in the middle of a lake in northern California.

Ernie's advertising agency since July, 1950, has been Keene & Keene, Seattle, the young brothers whose zany advertising for The Three G.I.'s [B•T, July 14, 1947] attracted national attention. John E. Keene, account executive, says the agency's principal contribution has been to get Ernie out of all advertising except radio.

"I think the impressive thing about Ernie's success story," says Mr. Keene, "is the effectiveness of the 10-second spots. Daytime radio has proved ideas for the downtown walk-in spot."



Ernie's methods and success gained national recognition when KXA received first prize in the Broadcast Advertising Bureau "Radio Gets Results" Contest for 1951, under the specialized services classification [B•T, Dec. 17, 1951].

Salesmanship

WVLK Lexington, Ky., got itself a brand new sponsor and columns of national publicity—thanks to the salesmanship of Station Manager Donald J. Horton. With the memory of recent basketball scandals fresh in mind, Mr. Horton sold a group of 28,000 Kentucky Baptists the idea of sponsoring a four-day, 16-game schedule of state high school basketball championship contests. Commercial theme was: "It's the Church for You in '52." Religious group expressed hope broadcasts would help students "resist certain temptations" by selling "faith in God" in the manner others use sports events to sell products over radio.

ARTB MEET

Workshops Added to Agenda

RKSHOP panels covering basic o and TV problems such as d management, merchandising, tical broadcasts, the television e and FM operation have been ed to the NARTB Convention nda, with the annual industry ting just a fortnight away.

he Chicago convention (March April 2) actually will consist of major conventions—radio-TV agement and the separate Sixth ual Engineering Conference. y will be held simultaneously, joint luncheon meetings nned. All meetings will be at Conrad Hilton Hotel, formerly Stevens.

he annual equipment and service osition, with exhibits by RTB associate members, will be tered in the hotel's Exposition ll on the lower lobby level and fifth floor sample rooms. Sta- representatives, networks and er associates will have separate eption rooms.

onvention arrangements are in rge of a board committee headed James D. Shouse, WLW Cincin- i. Programming is directed by bert K. Richards, NARTB public airs director. Convention busi- ss planning is handled by C. E. ney Jr., secretary-treasurer, who eady is at the Conrad Hilton.

Panel Set Up

Among the workshop panels ar- nged last week is one titled "The ay to More Business—Merchan- sing," with G. Richard Shafto, IS Columbia, S. C., as keynote eaker and presiding officer. ree broadcasters will serve on e panel with Chairman Shafto. ey are Jack Ginselmeier, WLW ncinnati; Lester C. Lindow, FDF Flint, Mich.; F. C. Sowell, LAC Nashville. This panel is oked at 2:30 p.m. Tuesday, pril 1.

Another Tuesday afternoon panel, led "Politics in '52," will be key- ted by Clair R. McCollough, GAL-AM-TV Lancaster, Pa., a V board member. Joining Chair- an McCollough in this discussion Presidential year political prob- ms will be Kenneth Fry, radio-TV rector of the Democratic National ommittee; Edward Ingle, radio- V director of the Republican Na- onal Committee; and two network ecutives in charge of political oadcasting—William R. McAn- ew, NBC-TV, and Sig Mickelson, BS-TV.

A third Tuesday afternoon panel ill be titled "Management—Is ours Good?" Chet L. Thomas, XOK St. Louis, is keynoter and airman. Other members are Wil- am B. McGrath, WHDH Boston; eslie C. Johnson, WHBF Rock land, Ill.; Simon R. Goldman, JTN Jamestown, N. Y., and obert T. Mason, WMRN Marion, hio.

Arrangements for Wednesday morning and afternoon programs on television are nearing completion. Of special interest to aural broadcasters will be a "confession session" scheduled Wednesday, with a panel of "veteran" telecasters telling "curious radiomen" about TV operating problems. These problems include sales, promotion, rates, wages, programming and construction. Harry Bannister, formerly of WWJ-TV Detroit and now with NBC-TV (story page 25), will be chairman.

Seven confession panel members had been announced as of Thursday night. They are Walter J. Damm, WTMJ-TV Milwaukee; Gaines Kelly, WFMY-TV Greensboro, N. C.; Robert Lemon, WTTV (TV) Bloomington, Ind.; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; Lee Wailes, Fort Industry Co.; Thad Holt, WAFM-TV Birmingham; Harold Hough, WBAP-TV Fort Worth.

The panel will fill the morning agenda. It will be followed by the first public address of Chairman Paul A. Walker since his Presidential appointment as successor to Wayne Coy as head of the FCC. Chairman Walker will speak at a joint luncheon. On the program will be one of the 1952 Voice of Democracy winners.

A television code discussion is planned for the first part of the Wednesday afternoon meeting. It will feature members of the NARTB TV Code Review Board and will take up problems of abiding by the code as brought out during the first month of its existence. Thad Brown, NARTB TV head, and Robert D. Swezey, WDSU-TV New Orleans, chairman of the code-writing committee and vice chairman of the NARTB TV board, will take part. Final business event of the convention will be a panel on broadcasting and telecasting of public hearings. Judge Justin Miller, NARTB board chairman, will be moderator.

The convention closes Wednesday night with the annual no-speech banquet. The banquet committee is headed by Carl Haverlin, BMI president.

Another television meeting is scheduled Monday, March 31 the opening day of meetings. The morning will be split into television and FM business. The panel for a TV business discussion consists of Dwight Martin, WLWT (TV) Cincinnati, chairman; Ewell K. Jett, WMAR (TV) Baltimore; Lawrence Rogers, WSAZ-TV Huntington, W. Va.; Willard Walbridge, WWJ-TV Detroit; Victor A. Sholis, WHAS-TV Louisville. Richard P. Doherty, NARTB employe-employer relations director, will be NARTB staff representative on the panel.

Brown Reports on TV

Mr. Brown will report on behalf of the TV organization within NARTB. Final morning event on the TV agenda will be election of a complete board of directors. All terms of TV directors expire with the convention.

The FM business session Monday morning will be presided over by Ben Strouse, WWDC-FM Washington, chairman of NARTB's FM member for FM. Theme of the Committee and an NARTB board program is "The NARTB-RTMA FM Promotion Plan" and what it means to the industries involved.

Four-section FM program will open with a discussion of what the plan means to the broadcaster. E. Z. Jones, WBBB-FM Burlington, N. C., will tell about the promotion drive in North Carolina. Kenneth Schmitt, WIBA-FM Madison, Wis., will describe the campaign in that state. Everett L. Dillard, WASH (FM) Washington, will review the District of Columbia drive.

A special feature will be a demonstration of an FM sales clinic of the air.

Second "what it means" panel will take up the manufacturer's side. Members are David Grigsby, Zenith Radio Corp. advertising manager and chairman of RTMA's special FM Committee; Herbert Guenin Jr., RCA Victor Div. advertising manager, and Henry Onorati, Crosley Div. radio-TV advertising director, both members of the RTMA committee.

Boosts Competitors

BILL PIERCE, public service director, WORC Worcester, Mass., recognizes that public service programs of merit are aired over stations other than his own. In fact, he has begun a series of announcements calling attention to important programs on competing Worcester stations. Mr. Pierce usually closes such announcements with a suggestion that the listener stay tuned to WORC unless these recommended programs appeal to the listener.

ENGINEERING SESSION

TV Highlights

THE WHOLE subject of ultra-high frequency TV service will be explored in a panel discussion scheduled as a feature of the Sixth Annual NARTB Engineering Conference to be held April 2 as a feature of the three-day Chicago meeting at the Conrad Hilton Hotel (see separate convention story this page).

The conference is a feature of the annual NARTB convention and will be conducted simultaneously with the management meetings.

Interest in UHF TV is intense as end of the FCC's long television freeze draws near, according to Neal McNaughten, NARTB engineering director, who is in charge of conference arrangements. Following the UHF discussion another panel will go into "Small Television Operations."

Stuart Bailey of the consulting engineering firm of Jansky & Bailey will preside at the UHF panel. John H. DeWitt, president of WSM-AM-TV Nashville, will preside at the small TV operations discussion.

Seven engineering executives, six from private industry, will participate in the UHF panel with Chairman Bailey. Kenneth A. Norton, assistant chief of the Radio Division, National Bureau of Standards, is the seventh panel member. His calculations on high-frequency characteristics have played a prominent part in FCC's television and FM allocations.

Other Participants

From industry will come Ralph N. Harmon, engineering manager of Westinghouse Radio Stations; James McNary, Washington radio-TV consulting engineer; John Battison, director of education, National Radio Institute; John E. Young, manager of transmitter engineering, RCA; Harold Towlson, section engineer, Broadcast Transmitter Engineering Section, General Electric Co.; Robert P. Wakeman, research engineer, Allen B. DuMont Labs.

The small TV operations panel will include, besides Chairman De Witt, Frank P. Bremer, vice president of engineering, WATV (TV) Newark; Nevin Straub, technical director, WJAC-TV Johnstown, Pa.; R. A. Isberg, electronics systems consultant and formerly chief engineer of KRON-TV San Francisco; J. E. Mathiot, technical director, WGAL-TV Lancaster, Pa.

The Engineering Conference opens Monday morning with Jack R. Poppele, WOR-TV vice president, in the chair. Morning speakers include: J. Bernard Joseph, NPA, "NPA Regulations and the Broadcasting Industry"; R. D. Chipp, DuMont TV Network, "Television Control Room Layouts"; John E. Young, RCA "UHF Transmitters and Antennas"; H. E. Thomas, Federal Telecommunications Labs., "Television Signal Switchboard for Studio and Master Control"; D. H. Castle, NBC, "Television Studio Equipment Planning."

Monday afternoon's meeting will be presided over by Orrin Towner, technical director of WHAS-AM-TV Louisville. On the program are: L. L. Pourciau, General Precision Lab., "Advances in Tele-

(Continued on page 108)

AFA CONVENTION

Video Session on Agenda

FORTY-EIGHTH annual convention of Advertising Federation of America will be themed "Better Advertising—More Efficient Advertising People" when members convene for the four-day session at the Waldorf-Astoria in New York, starting June 8, Elon G. Borton, AFA president and general manager, announced Friday.

Overall planning for the convention is under the direction of a committee headed by Robert Gray, manager of advertising and sales promotion for Esso Standard Oil, and Antoinette Casey, assistant to vice president, Frankfort Distillers Corp.

One of the features of the convention will be a session on video, scheduled for 9:30 a.m. June 11 and titled "Television Takes Stock of the Future." The departmental meeting on TV advertising will emphasize problems and challenges raised for advertisers by the new medium and will suggest what organized advertising can do to meet them.

Retail Advertising Session

Another departmental session, on retail advertising, will be supervised by Howard P. Abrahams, manager of the sales promotion division, National Retail Dry Goods Association, and will feature analyses by a prominent store-owner, retail advertising director, and a New York U. professor of advertising.

Opening day of the convention will be devoted to an introductory general session, with presentation of award to the "Advertising Woman of the Year."

Second-day meetings will be general sessions, at which the theme will be expanded by key advertising executives, nationally known manufacturers and government officials. Third-day meetings will focus on more specific topics and will be climaxed by the annual dinner and presentation of Hall of Fame Awards. After further meetings Wednesday, the convention will adjourn, following a noontime general luncheon.

MBS GROSS UP 10.4%

Trend Is Seen Continuing

BOOST of 10.4% in its gross billings for January and February, compared with the same period last year, was reported by Mutual last week.

Spokesmen said the two-month gross this year totaled $3,278,805 as against $2,969,592 for January-February 1951. Continuation of the gain seems in prospect, MBS indicated, with several new advertisers now on the network and with Falstaff Brewing Co.'s *Game of the Day* baseball broadcasts, plus Gillette's five-minute pre-game warm-ups and R. J. Reynolds Tobacco Co.'s five-minute game summaries getting under way this month.

1886 Naylor Rogers 1952

NAYLOR ROGERS, 66, executive vice president of Keystone Broadcasting System, Chicago, died Friday morning in Chicago Memorial Hospital. He was taken there two weeks prior for an emergency appendectomy.

Mr. Rogers

Mr. Rogers, in radio for more than 25 years, entered the field in February 1925 as vice president and general manager of KNX Los Angeles, a position he held until September 1936. During his tenure there, he inaugurated, for what is believed to be the first time, an Easter sunrise service from the Hollywood Bowl in 1925 and a full-length broadcast of "Aida" the following year.

Before joining KNX he had been active in business management of various newspapers and advertising manager on West Coast newspapers, and also in Arizona and New York. He was associated with Keystone 11 years, the last eight in Chicago, and was elected executive vice president five years ago.

Mr. Rogers, born in Canada, was a naturalized citizen of the U. S. He attended Canadian public schools, Windsor Collegiate Institute and Upper Canada College in Toronto.

Services had not been set late Friday, but were expected to take place in Chicago. Surviving are a son, Robert Naylor Rogers of Virginia; a daughter, Mrs. Frances Jean Matheson, of Bingham, Me., and three grandchildren.

His wife, Mrs. Emma Rogers, who was station relations director for the network, died in December.

AUTO LISTENING

BAB Plans National Study

BAB announced last Thursday that it is underwriting "the largest survey of automobile set listening in the history of the radio industry."

The survey, designed to check the percentage of radio-equipped automobiles and define car-listening trends through more than 100,000 interviews in over 250 cities, towns and rural areas, is being conducted by Pulse Inc. and already is under way. Results are expected "after May 15."

Noting that the Jan. 1 estimate of 23 million radio-equipped cars is expected to be enlarged when the survey results are compiled, BAB President William B. Ryan asserted:

"Radio has only recently begun to claim credit for this bonus circulation that is four times larger than the total circulation of the largest magazine.

"Million of hours of listening are piled up in car radios every day. Until now there have been only a few areas in which the percentage of radio-equipped automobiles has been established. Soon advertisers will have a yardstick with which to assess this extra dividend of radio."

Before final findings of the study are released, BAB plans to issue an interim report on "Listeners on Wheels," based on all recent surveys by radio stations and station groups on automobile listening.

It was noted that most previous surveys in this field have been conducted in metropolitan areas. Thus, BAB said, the Pulse study being financed by the bureau will be "the first complete look at [automobile radio] ownership in small town and rural areas" as well as the first national study of its kind.

SILENCE POLICY

FCC Clarifies Issue

PERMISSION to remain silent pending reorganization of a broadcast licensee doesn't run indefinitely, the FCC ruled last week when it denied further extension of authority for KGIB Bremerton, Wash., to remain off the air.

In a letter to the station, the Commission pointed out that it had given permission to the station to remain silent pending its sale since July 6, 1951. Latest extension expired Feb. 5.

On Feb. 14, FCC received another request for extension from the station's attorney.

Since "no significant progress has been made toward resuming operation," the Commission said, "any further extension of authority to remain silent is unwarranted."

It therefore declared that program test authority was forfeited and application for license put in pending file until April 30. If it is not informed before then that the station intends to go forward with its operation, the Commission said it would dismiss the application.

KGIB got a CP in 1950 for 1540 kc, 1 kw daytime only. Grantee is Kitsap G. I. Broadcasters Inc.

Since July 1951, 12 stations have requested and obtained authority to suspend operations pending financial reorganization.

NAME PENDLETON

To SSB Post

APPOINTMENT of Donald Pendleton, industry relations consultant, as full-time vice chairman and member of the Salary Stabilization Board, was announced last Wednesday by Economic Stabilizer Roger L. Putnam.

Mr. Pendleton was chosen on the basis of recommendations by Justin Miller, SSB chairman and general counsel and board chairman of NARTB, and Joseph Cooper, executive director of the Office of Salary Stabilization. He succeeds V. Henry Rothschild, who continues as a board member.

CITRUS BUDGET

$514,928 Set for Radio-TV

COMBINED allotment of $514,928 has been assigned radio and television in a tentative advertising budget approved March 5 by the Florida Citrus Commission. Of that total, $389,928 has been earmarked for TV; $125,000 for radio.

These figures are based on an expected total budget of $2[illegible] 000, prepared by J. Walter Thompson Co. for the year beginning July 1.

There is a chance that the radio-TV figures will be raised, should the crop estimate for next season warrant an advertising increase. An alternate schedule calls for an overall budget of $2,600,000 if such action is taken.

Full information on the estimated crop will be available before final adoption of the new schedule slated for June.

At the beginning of the current season, $585,000 was allocated to radio-TV advertising [B•T, Oct. 1, 1951], but because of special advertising needs, that amount was raised to $752,500 being spent this season.

'RED' INQUIRY

May Include Radio, TV

THERE is a possibility that the House Un-American Activities Committee will open up a probe into radio and TV on the West Coast next month. The investigation would be to determine the extent of Communist and subversive infiltration.

This report was circulated last week on the coast. Head investigators in Washington refused to confirm or deny the report, adding that anything could happen once the committee resumes digging into Hollywood operations. Thus far, the committee has confined its investigations to the movie industry.

However, it was reported on the West Coast that the committee would start hearings in Los Angeles on April 21. Washington spokesmen said this date is tentative.

While names were not revealed, it was said on the coast that several well known personalities and those in other brackets of the broadcast industry would be subpoenaed.

It also was claimed that William Wheeler, a committee staff investigator, quietly has been interviewing various persons and has been gathering information for the hearing.

West Coast sessions were held last fall in Los Angeles but were devoted primarily to the film industry with few from the radio industry questioned.

The report of possible future probings into the broadcast industry follows by only a few weeks release of the committee's annual report which warned the TV industry of a "large-scale . . . Communist infiltration of the television industry" in the future [B•T, Feb. 25].

XUM

BROADCAST BAN

Court Test Possible

POSSIBLE court interpretation on whether witnesses before congressional investigating committees can force a broadcast blackout was in sight last week.

Should the court decide on the media question (sound recording and newsreel cameras—and, indirectly, TV cameras) in the case of two Clevelanders who refused to testify at the Kefauver Crime Committee last year, congressional committee procedure is certain to be affected.

The Clevelanders, Morris Kleinman and Louis Rothkopf, were indicted by a grand jury in Washington, D. C., last Monday [B•T, March 10, CLOSED CIRCUIT, Jan. 14].

The Rothkopf-Kleinman indictment came at a time when the ban on broadcast media in House committees by Speaker Sam Rayburn (D-Tex.) [B•T, March 10, 3] was still a burning issue.

Media question was outlined for BROADCASTING • TELECASTING last week by Assistant U. S. Attorney William Hitz, who has been handling the case for the government.

Mr. Hitz noted that the indictment did not include reference to media coverage of the hearing. But the indicted, whose testimony was sought because of the alleged gambling associations, are expected to bring up the subject in their defense argument.

When the indictments were returned in District Court, bench warrants were authorized for the arrest of the two men. Both men will be arraigned this Friday and will be given two or three weeks to answer the indictment. A minimum of another six weeks is expected before trial date is set.

Witnesses Refusal

Charges before the grand jury, according to Mr. Hitz, related to "seven or eight innocuous questions the witnesses were asked by the committee but which they refused to answer."

Mr. Hitz said that during the hearing Committee Chairman Estes Kefauver (D-Tenn.) had television "shut off" but that microphones (for both radio and aural portion of telecast) were continued. Still the witnesses refused to testify. Thus, the U. S. attorney feels that if the judge should rule on the media question (it could be by-passed by the lower court) it will be a "complete test" of radio and newsreels but only "partial" of television.

When the hearings were held in March 1951, the two men read statements protesting the "show" caused by sound and camera apparatus. Their complaints ranged from violation of rights to those of "embarrassment and discomfort."

Questions asked them were about their whereabouts prior to the crime hearing, whether they had served penitentiary sentences for tax evasion, and whether they were partners in gambling operations in Florida, Nevada, Ohio and Kentucky.

Mr. Hitz said that at no time did the men challenge the questions on grounds of compulsory self-incrimination. The men were under arrest warrants at the time of testimony, after the Senate was told they had evaded committee process.

Other developments on media coverage of congressional investigating committees:

- Release by Speaker Rayburn of his answer to NARTB delegates who met with him the day following his ban [B•T, March 3].
- Announcement that the Senate District Crime Subcommittee would re-open its hearings today and permit radio and television to cover them.

Rayburn's Statement

Speaker Rayburn's statement follows:

> In my answer to the Parliamentary inquiry, I was simply interpreting the Rules of the House of Representatives. I was doing nothing more. There is no rule of the House authorizing or permitting me to grant the privilege of radio broadcasting or televising the sessions of the House of Representatives. The rules of the House plainly state that the rules of the House cover sessions of Committees of the House; this would also cover proceedings in sessions of Subcommittees or Special Committees.
>
> I do not want my action to be interpreted as discriminatory against broadcasting. There was no radio correspondents' gallery in the House of Representatives until a rule was adopted providing for it, which rule had my support.
>
> Some unthinking radio commentators and broadcasters, knowing nothing about the rules of the House, have tried to interpret my action as wanting to discriminate against radio and television. Such is not the case, of course. Both radio and television are great mediums of dissemination of public information.
>
> As in case of voting for a gallery for broadcasters and giving them ample space in the Capitol, if the broadcasters and television people desire a provision in the rules authorizing radio and television they have their remedy by asking the Committee on Rules to report an amendment to the Rules of the House.
>
> As Speaker of the House of Representatives I would be glad, in the future as I have in the past, to confer with interested parties.

Senate District Crime Subcommittee's hearings will concentrate on the narcotics racket in Washington, D. C.

WMAL-TV Washington asked permission to telecast the hearings and was accepted. WMAL radio planned to re-broadcast testimony each night.

Chairman Matthew M. Neely (D-W. Va.) said rules on TV would be the same as those governing the hearings last January, that is, witnesses will be telecast but can object.

Sen. Neely described television at the time as "one of the greatest deterrents of crime." Newsreels were not used by the so-called "Little Kefauver Investigation" into Washington, D. C., gambling operations. Thus, the absence of noisy newsreel cameras and accompanying Kleig lights brought an unobstrusive coverage by TV camera [B•T, Jan. 21].

Meanwhile, Rep. George A. Dondero (R-Mich.) said he had received as many as 1,500 protests from his district. His constituents wanted the hearings in Detroit on communist infiltration in the auto industry on radio and TV.

Rep. Donald L. Jackson (R-Calif.) told the House he "feverently hoped" it would permit "utilization of television in the work of its committee within the very near future, to the end that all of America may be enlisted in the struggle against human slavery and made aware of the other complex work of the House of Representatives."

These comments were received by Congress, adding to varied resolutions of civic groups asking for a rules change to permit radio and TV at House committee hearings.

FCC MONEY

Hill Testimony Released

FCC needs more money and more personnel to handle an ever increasing workload.

That is the gist of its testimony before the House Appropriations Subcommittee on Independent Offices released last Wednesday.

Testimony was given by former Chairman Wayne Coy, accompanied by other FCC officials Feb. 13 in closed session.

Total FCC funds requested by President Truman for fiscal year 1953 is $8,075,000 of which $1,313,339 would be used for broadcast activities, some $202,303 more than in fiscal 1952 [B•T, Jan. 28].

Highlights of testimony follow:

- Mr. Coy considered the FCC request "a tight budget."
- Backlog in "almost all of our activities," he said, will continue to grow despite the increased budget request.
- There is a marked shortage of personnel available for needed performance in the Commission.
- Pay increases for fiscal 1952 cost FCC nearly a half million dollars, cost of which is expected to be defrayed by a deficiency appropriation not yet approved by Congress.
- At that date, Mr. Coy predicted a mid-March date for lifting of the freeze.
- Also prediction that 90% of 500-510 TV applications expected to come in as soon as the freeze is lifted will be contested.
- Commission as of Feb. 13 was 10 months behind in processing new AM station applications.
- There's a need for increased employment in applied technical research and frequency allocation.
- FCC wants to add four stations to its present 11 primary monitoring and seven secondary monitoring stations.
- Commission tracked down some "clandestine" radio stations in the western hemisphere operated by foreign intelligence agents. Mr. Coy warned that fiscal 1953 will be a "critical" year in this respect because of the nation's expanding arms program and mounting temptation to foreign spies.
- Charging fees for FCC's services is "not feasible."

FCC Appearances

In addition to Mr. Coy, the following FCC officials appeared: W. K. Holl, executive officer; Robert W. Cox, assistant executive officer; Jack Werner, chief, Common Carrier Bureau; Joseph Kittner, assistant chief, Broadcast Bureau; Edwin L. White, chief, Safety and Special Radio Services Bureau; George Turner, chief, Field Engineering and Monitoring Division; Edward Allen, chief engineer; William J. Norfleet, chief accountant, and Dee W. Pincock, assistant to the general counsel. Also testifying was Col. Gomer Lewis, chief, plans branch of the Director of Communications (USAF).

Average length of time to dispose of new AM applications, the subcommittee was told, was "about 10 months behind on the processing line" as of Feb. 13. FM backlog was only 30 days, Mr. Coy told the subcommittee, adding that there were 24 applications to be processed as of that date.

Subcommittee Chairman Albert Thomas (D-Tex.) asked whether FCC could not take the 25% reduction in workload from AM and FM from the years 1951 to 1953 (fiscal) and "add it to your TV without increasing the personnel throughout your bureau?"

Mr. Coy said it was "impossible because the television work load is bigger than that" and the Commission is "utilizing all of the reduction in AM and FM services and applying it to television, and subtracting that from the total number of people we propose to have in television . . . "

FCC's estimates would anticipate

(Continued on page 109)

CONVENTIONS

News Credentials To Be Mailed Soon

FORMAL application forms for credentials to cover the national political conventions next July have been approved and will be mailed out within the next 10 days to representatives of radio and TV stations.

This was announced last Thursday by Bill Henry, chairman of the Political Convention Committee of the Congressional Radio-TV Galleries.

The forms will be sent to individuals who already have applied for credentials. Other broadcasters and telecasters may obtain forms by applying before April 15. Over 100 such applications already have been received.

The Executive Committee of the Radio-TV Galleries has been designated to supervise radio and television news galleries at the national conventions. D. Harold McGrath and Robert Menough, superintendents of the Senate and House galleries, respectively, will be in charge of the two facilities.

A standard form was approved at a conference attended by Kenneth Fry and Edward T. Ingle, radio-TV directors of the Democratic and GOP National Committees, respectively; Willard Shadel, vice chairman of the political convention group, and Hollis Seavey, chairman of the correspondents' Executive Committee; and by Messrs. McGrath, Menough and Henry.

Broadcasters should address their applications to Mr. Henry, Senate Radio-TV Gallery, U. S. Senate, U. S. Capitol, Washington, D. C. Carmen Garcia was named secretary for the executive committee, handling applications. The address was incorrectly stated in the March 10 issue of BROADCASTING • TELECASTING.

Meanwhile, working space requirements for physical coverage of the national political conventions are being blueprinted by industry representatives on behalf of radio-TV networks and independent stations.

The planning, under the direction of Sig Mickelson, CBS-TV public affairs, for television, and Thomas Velotta, ABC vice president, for radio, follows allocation of space by the Democratic and Republican National Committees.

After a Chicago meeting of committee officials and industry executives last month [B•T, Feb. 18], the political groups set aside the second floor north wing of the International Amphitheatre for radio-television occupancy. This will comprise about 50,000 sq. ft. of open space. The apportionment as among individual networks and stations is an industry matter in which the committees take no part. Space also will be set aside in adjoining Exhibition Hall.

Bearing Expense

Radio-TV networks are sustaining the cost of installing studios, booths and other facilities [B•T, March 3].

Other working space is being provided for newspapers and press associations, theatre newsreels and members of Senate and House Radio-TV Correspondents, Press and Periodical Galleries. Mapping plans for TV newsreels is William McAndrew, NBC New York.

Plans also are afoot for floor requirements, including those for the convention platform, to accommodate TV cameramen, still photographers and newsreel companies. According to present plans, there will be perhaps six TV camera placements for ABC-TV, CBS-TV, NBC-TV and DuMont.

Code setting conditions for network sponsorship of the GOP convention July 7 and the Democratic parley July 21 has been announced by both committees [B•T, March 10]. The standards cover local as well as national network sponsorship. The plan, where indicated, is to have networks send out copies of the code to stations who desire to sell broadcast coverage to local or co-op sponsors and request list of sponsors in return.

Self-Policing Matter

Both committees acknowledge this is largely a self-policing matter for industry, though they point out they retain the right to disapprove any advertiser deemed objectionable by either political party on the basis of lists supplied by networks.

Current lineup includes Admiral Corp. for ABC radio-TV, Westinghouse Electric Corp. for CBS Radio and Television, and Philco Corp. for NBC radio and TV. Westinghouse also will sponsor coverage on at least four outlets of DuMont TV Network, which agreed to participate in pool coverage after plans with *Life* magazine for joint coverage fell through. MBS radio plans have not been set.

CANDIDATE SHOWCASES

Basis of CBS Radio Series

PRESIDENTIAL aspirants last week were offered two showcases for their political views by the CBS Radio network, which announced two half-hour series, *Presidential Profiles* and *Candidates and Issues*, to run from now until the national conventions have adjourned in July.

Candidates and Issues, scheduled for 10-10:30 p.m. EST Tuesday, would have each candidate stating his views on specific issues in two- or three-minute statements. The statements would be broadcast, not in debate form, but as straight presentations with one campaign issue covered on each program.

Presidential Profiles, 10:30-11 p.m., Thursdays, would allow candidates to use the period as they choose for an address on any subject.

Both programs would be presented "live" and simultaneously recorded for broadcast by any network station which might prefer a different time period, Edmund A. Chester, director of CBS Radio news and public affairs, explained.

NBC ADDS

New Affiliates Announced

ADDITION of two new stations to NBC's radio affiliation list was announced last week by Carleton D. Smith, vice president in charge of station relations, who noted that approximately a dozen new affiliates have been signed up during the past few months under NBC's general facilities expansion plan.

Latest additions are KDTH Dubuque, Iowa, and WMNC Morganton, N. C., both Mutual outlets.

KDTH, on 1370 kc with 1 kw power, is licensed by Telegraph-Herald and is headed by President F. W. Woodward with K. S. Gordon as general manager. WMNC, on 1490 kc with 250 w, is licensed to Nathan J. Cooper, owner and manager.

Other stations signed as additions to the NBC radio network in recent months, Mr. Smith recalled, include KORK Las Vegas, Nev.; KCIL Houma, La.; KVGB Great Bend, Kan.; WRON Ronceverte, W. Va.; WJBS DeLand, Fla.; WREL Lexington, Va.; WROD Daytona Beach, Fla.; WIRA Fort Pierce, Fla.; WCEN Mount Pleasant, Mich., and WPUV Pulaski, Va.

Arthur E. Bagley

ARTHUR E. BAGLEY, 71, well known in the early days of radio as radio physical director for Metropolitan Life Insurance Co., died March 8 at his home in Miami, Fla., according to a company announcement in New York Tuesday. In 1925, Mr. Bagley's weekday program started at 6:45 a.m. with his giving an estimated 4 million radio listeners their morning exercises in alternating 15-minute periods until 8 a.m. He broadcast from a studio in the Metropolitan Tower on New York's Madison Square to stations in New York, Boston, Washington, Buffalo and other cities. After his radio series was discontinued, he lectured on health for Metropolitan Life and arranged for the company's New York World's Fair exhibits in 1939 and 1940 before retiring in the latter year.

CD Network Urged

FORMATION of a statewide network of broadcast stations for civil defense purposes was advocated in a speech scheduled for delivery Sunday (March 16) before the West Virginia Broadcasters Assn. by John N. (Bill) Bailey, public affairs officer of Region 2, Federal Civil Defense Administration. The association met at the West Virginia Hotel, Bluefield, W. Va.

NEW HORAN BILL

Introduced in House

BILL that presumably fuses NARTB and FCC thinking on political broadcasts was introduced in the House last Thursday [CLOSED CIRCUIT, Feb. 18, B•T, Jan. 14].

The measure (HR 7062) was dropped in the hopper by Rep. Walt Horan (R-Wash.) and referred to the House Interstate & Foreign Commerce Committee.

This bill is designed to supersede legislation (HR 5470) which was introduced by the Congressman last fall [B•T, Oct. 1, 1951]. NARTB had been working very closely with Rep. Horan's office in composing a bill that would attempt to fill needs of the broadcaster who is harassed by Sec. 315 of the Communications Act relating to the use of his facilities by candidates for public office and by subsequent court rulings.

The new Horan bill follows closely the NARTB model legislation recommended earlier this year.

Contents of Bill

It would denote legally qualified candidates as those "in a primary, general or other election;" specify that an authorization to speak in behalf of a candidate must be in writing and direct that the broadcaster would have no power to censor the material broadcast.

It also would not hold the broadcaster liable in any civil or criminal action in any local, state or federal court. However, the candidate himself would be subject to all libel laws now on the statute books.

FCC now says broadcasters cannot censor political candidates' speeches and under a court ruling *(Felix v. Westinghouse Radio Stations)*, speeches by candidates speaking on behalf of candidates may be censored [B•T, March 20, 1950].

ZIV APPOINTS THREE

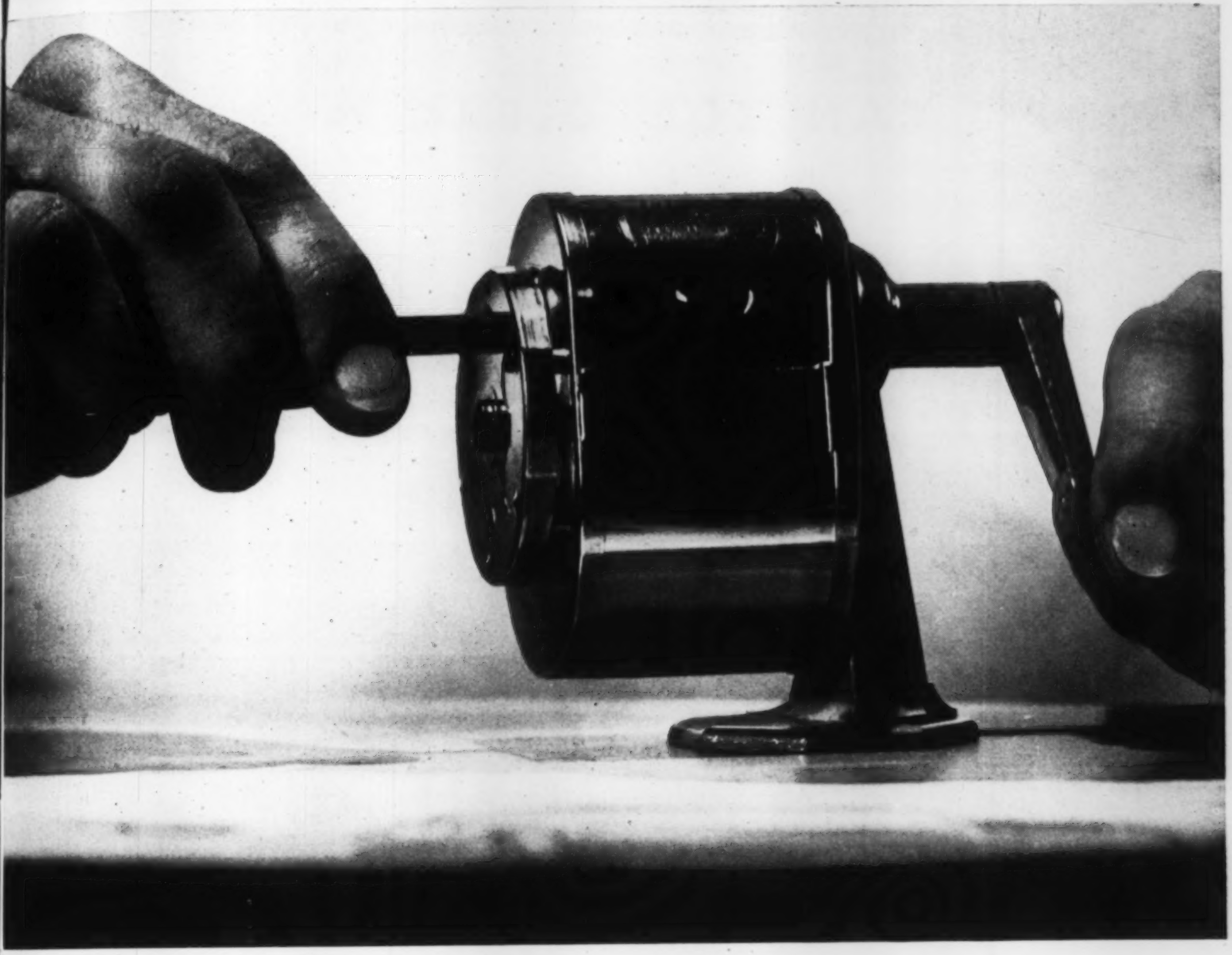
Dalhasen, Ryan, Morris Named

THREE new account executives were announced last week by the Frederic W. Ziv Co., producer of transcribed and syndicated radio-TV programs.

Thomas J. Dalhasen was named to serve in upper Michigan and northern Wisconsin under William Nevin, Ziv divisional manager. Mr. Dalhasen has been sales manager of Perrien Motion Pictures, Milwaukee, for two years. Prior to that he was account executive at Butler-Emmett Adv., San Diego, Calif., and radio-TV director of Cramer-Krasselt Adv., Milwaukee.

Morgan Ryan, former vice president and general manager of WPTR Albany, N. Y., was named Ziv representative in southwestern Wisconsin.

Mitchell Morris, former sales manager of WSBT South Bend, Ind., was appointed representative in Indiana.



TIME TO SHARPEN YOUR PENCIL

These days every advertising dollar has a big job to do. That's why WITH in Baltimore is so popular with advertisers who want to make every penny count.

WITH is the BIG independent with the BIG audience—and low, low rates! It's the station that produces *low-cost results!*

Here's proof. Local advertisers *must* get fast, profitable results from any medium they use. *And WITH regularly carries the advertising of more than twice as many Baltimore merchants as any other station in town!*

Let your Forjoe man tell you the whole story of WITH's commanding position in the rich market of Baltimore.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, PRESIDENT—REPRESENTED BY FORJOE & COMPANY

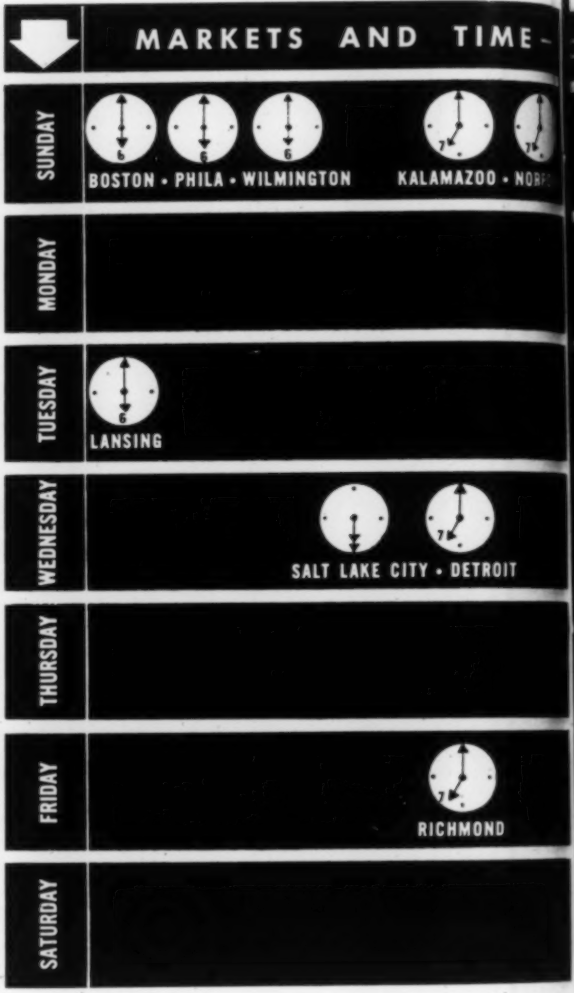
CAN YOU CLEAR GOOD TIME

CAN YOU!

Look at the clearance N. W. Ayer obtained for "The Electric Theatre", a half-hour film program sponsored by the Electric Companies Advertising Program . . . on a Spot basis.

With Spot Program television, ECAP discovered, you go into only the markets you want . . . take your choice of stations in multiple-station markets . . . clear good time even in the hard-to-get one- or two-station markets . . . give viewers uniform and pleasing picture quality through film . . . get wholehearted station cooperation . . . pay no cut-in charges.

If you're interested in getting more sales power from your TV dollar, just call any Katz representative for the full story on Spot Program Television.


MARKETS AND TIME—
SUNDAY
BOSTON • PHILA • WILMINGTON
KALAMAZOO
MONDAY
TUESDAY
LANSING
WEDNESDAY
SALT LAKE CITY • DETROIT
THURSDAY
FRIDAY
RICHMOND
SATURDAY

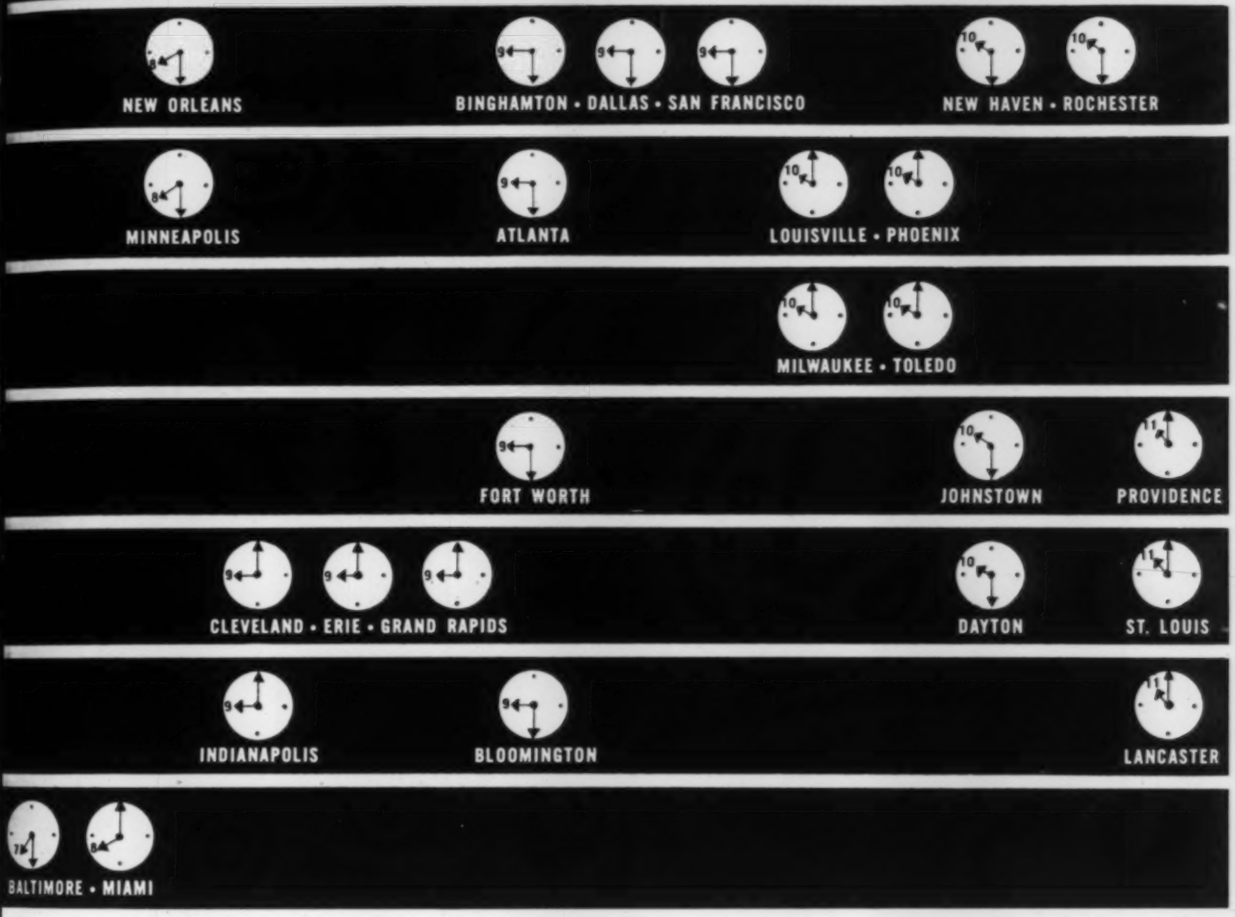
YOU CAN DO

THE KATZ AGENCY,

488 MADISON AVENUE • NEW YORK 22 •

FOR SPOT TV PROGRAMS?

CLEARED FOR "THE ELECTRIC THEATRE" ON A SPOT BASIS



BETTER WITH SPOT . . . MUCH BETTER

INC. NATIONAL ADVERTISING REPRESENTATIVES

CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

RECRUITING ADV.

Gets Hill Study Again

THE CASE of pin-pointed recruitment advertising through radio and other selected media will be restated in full on Capitol Hill this week.

The Dept. of Defense is seeking $1,050,000 for overall recruiting activities after next July 1—beginning of fiscal '53—and also deletion of an amendment which has the effect of freezing certain 1951-52 funds already on the books.

Officials of the Military Personnel Procurement Service are prepared to testify before a joint Air Force-Army subcommittee of the House Appropriations Committee on 24-hour call.

There also were undercurrents last week on Capitol Hill portending a possible onslaught on radio-TV and other public information specialists of the Dept. of Defense and its military branches. The attack was being prepared by Rep. F. Edward Hebert (D-La.), chairman of a House subcommittee probing waste in the Pentagon, and could presage congressional study of the department's information or "prestige" radio-TV network programs.

Meanwhile, Grant Adv. has pressed into action an interim advertising program out of 1950-51 monies, with the spot radio phase expected to get underway this week. The advertising agency for the Army and Air Force also has submitted a proposed ad campaign to military procurement authorities based on the possibility that Congress will rescind its ban on current fiscal expenditures.

The newspaper and periodical campaign has been in progress these past few weeks and MPPS officials report favorable response for WACS, WAFS and nurses. Spot campaigns on some 500 independent outlets of the Keystone Broadcasting System and on 13 50-kw stations are to be launched this week, each for the Army and Air Force.

These two drives will cost about $95,000 in radio time, aside from another estimated $2,000 for production costs. Radio is deriving about 18% of current interim allocation monies and approximately 46% for all funds spent since July 1, 1951 [B•T, Feb. 11].

Scheduled to testify before the joint subcommittees for MPPS are Col. James Banville, deputy chief, and Col. William Berkeley, chief of the publicity branch, along with their aides. Appropriation subcommittee members expected to sit in include Reps. Daniel J. Flood (D-Pa.), Robert Sikes (D-N. J.), Errett P. Scrivner (R-Kan.), John Taber (R-N. Y.) and George H. Mahon (D-Tex.). Reps. Sikes and Mahon head up the Army and Air Force units.

The newly-evolved policy of the Defense Dept. to directionalize its recruiting drives by using spot radio and key newspapers and journals will be laid before subcommittee members. The policy was reached after congressional criticism over commitments for paid network shows involving Frankie Laine, Bill Stern and others.

Regardless of its showing before the House units, MPPS may find the going tough once the matter is pursued before a Senate Appropriations subcommittee chairmaned by Sen. Joseph C. O'Mahoney (D-Wyo.).

It is the economy-minded Senator's contention that the question of any freeze on '51-'52 funds "was resolved a month ago." He said the matter had not come before his subcommittee.

Agreement was reached on permission to use certain funds after last March 1 until July 1—unexpended money from commitments reached out of the '51-'52 budget. But Amendment 8 still stands as a rider to the Military Appropriations Act for the current year. There have been reports that a deficiency bill will be submitted to correct this situation. The rapprochement between Capitol Hill and the Defense Dept. reportedly was reached in conferences between Sen. O'Mahoney and Anna Rosenberg, Assistant Secretary of Defense in charge of manpower.

Resumes Planning

It permitted the department to resume its planning for radio and other programs as a gesture to congressional whims, since those monies actually were not attached by Congress.

Still tied up are $2.1 million for national advertising, with an estimated $400,000 already siphoned off to radio spot and TV production.

Sen. O'Mahoney, who last fall disclaimed any enmity toward radio, spearheaded the movement to attach '51-'52 expenditures. The Senator claimed then that testimony before his committee showed that "advertising was useless and seemed therefore, to be a useless waste of public funds." Criticism, he said, "was not directed to advertising by commercial radio alone but to advertising of any kind."

Sen. O'Mahoney last week insisted there no longer is any freeze on recruitment funds. He said it was "common knowledge that the situation was resolved" and that there is no such ban, and quesioned whether this reporter had "any connection with broadcasting at all." He was questioned directly on the fate of '52 funds.

He said "the situation has not changed, there is no story at all"

(Continued on page 36)

"GO WHOLE HOG"
IN THE KANSAS MARKET
WITH WIBW

The Kansas Market is a Farm Market . . . so rich, so responsive that it screams for sales action. The Kansas State Board of Agriculture reports a 1951 farm income of $617,000,000 *from crops alone* . . . and that's just a drop in the bucket. Still to be added are the staggering totals for oil, livestock, poultry, dairy products and eggs.

WIBW goes "whole hog" in selling your product to these anxious-to-buy farm families. You see, WIBW is *the* farm station for Kansas . . . the station most listened to by farmers.* That's what it takes to get RESULTS. That's what WIBW offers YOU.

* *Kansas Radio Audience, 1951*

WIBW
Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
NEBR. IA. KANS. MO. OKLA. ARK.
CBS RADIO
TOPEKA, KANSAS

Can you Whistle?

Try this

Now, try it again . . . and **LOUDER!** Whoever's within hearing distance will be paying attention to you by now. Why? **BECAUSE WHISTLE-TALK* GETS ATTENTION.** (It's a natural language. When you were young and afraid to knock on doors you used whistle-talk to get your friends to come see what you wanted. Some shy men STILL use whistle talk for comment about the fair sex. Most EVERYBODY uses it to signal friends when they're in a happy mood and have something to say.)

Get this same quick, natural, friendly attention to your radio messages with

Standard's Inspired, New

* whistle-talk attention getters

Use this transcribed series of 18 brief happy-whistle lead-ins for

AUDIENCE-INCREASE PROMOTIONS. . . You can have the whole town whistling your station's whistle-talk . . . including your advertisers.

SPOT SATURATION CAMPAIGNS. . . Sell more, larger and longer spot campaigns via whistle talks and a whole series of Standard Attention Getters.

ADVERTISER-SIGNATURES. . . Let one advertiser have a franchise on a whistle-talk which will give identity and repetitive impact to his messages and keep him advertising for years.

You also get a sales brochure to help you sell whistle-talk advertising in your town and a copy guide to help you write and produce effective whistle-talk messages for YOUR advertisers. For Standard subscribers whistle-talks are just the beginning of a 4-way SPONSOR-TAILORED Service on 1. Star Shows, 2. Scripts, 3. Sales Ideas and 4. Copy Formats. If you want to know more, just whistle. Be sure to ask about our slogan promotion "GET MORE FOR YOUR DOUGH ON RADIO" and by all means check our brand new service RADIO SIGNATURES, which gives you exclusive advertising signatures and plans for different specific advertisers in your city. It's a part of our Copy Format Service . . . radio's answer to newspaper mat service.

Sell With
Standard Radio
Transcription Services, Inc.

140 N. La Brea Avenue, Hollywood • WEbster 8-9181
360 N. Michigan Avenue, Chicago • CEntral 6-0041
444 Madison Avenue, New York City • PLaza 3-4620

The Sponsor-Tailored *Service*

Copyrighted 1952 Standard Radio Transcription Services, Inc.

Recruiting Adv.

(Continued from page 34)

and refused to discuss the matter further "since it is apparent from your questions that you are not familiar with the background of this case."

Sen. O'Mahoney reportedly has reassured at least one broadcaster, however, during an informal discussion the past fortnight, that there will be no discrimination against radio broadcasting whatever action his subcommittee takes. Last fall, he gave similar assurances to S. W. Cisler, vice president of WKYW Louisville, Ky.

Current planning envisions a "balanced advertising campaign" using radio and printed media on a selective basis. About $1.7 million remains from the $2.1 million originally earmarked for the next fiscal year. MPPS authorities decline to divulge radio's share of this program aimed similarly at potential aviation cadets and women's groups.

Col. Berkeley last week was putting the finishing touches on a compilation showing radio's allocations in dollars and cents the past two years. He prepared it at the request of NARTB after a conference with its representatives at the Pentagon [B•T, Feb. 25].

The revelation last month that the Defense Dept. was reviewing the ratings compiled by its information shows in comparison with commercial network fare takes on a new face with Rep. Hebert's probe. The Congressman earlier charged that the Pentagon spends over $1 million annually for "propaganda" [B•T, March 10].

While some department information specialists are inclined to regard the inquiry as crossfire between Rep. Hebert and Clayton Fritchey, Defense Dept. information chief, harking back to their days in New Orleans, it's conceded that defense programs have a stake in the outcome.

Rep. Hebert last week added fuel to the fire by demanding a complete list of military public information personnel or "Pentagon pitchmen—by whatever name they are called." He claims the figure actually is closer to 500 than the 184 civilian and military names disclosed.

It is Rep. Herbert's intent to secure a complete list including all personnel who prepare radio and television shows for the Defense Dept.

In that light, the work of the Pentagon's Management Committee doubtless will be reflected on Capitol Hill. The group sought out data involving rating comparisons of defense shows with other programs but has taken no action in recent weeks. A meeting of the committee with top information chiefs of each branch was indicated momentarily.

In the background lies a study that has been mulled for almost two years—whether each branch or the Defense Dept. as a whole shall exercise control over individual service media planning.

17 OUT OF 18 PREFER WDAY, FARGO!

Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION—A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than *all other stations combined!* *

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts, today, including availabilities.

* *Despite the fact that the other three major networks maintain local studios!*

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

upcoming

- **Mar. 17-20: National Premium Buyers 19th annual Exposition, Conrad Hilton Hotel, Chicago.**
- Mar. 19: NARTB-sponsored Business Trends Committee, Waldorf-Astoria Hotel, New York.
- **Mar. 19-21: Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.**
- Mar. 20-21: Alabama Broadcasters Assn. annual spring meeting, Buena Vista Hotel, Biloxi, Miss.
- **Mar. 21-22: Third annual Advertising Institute, Emory U. and the Atlanta Advertising Club, Atlanta, Ga.**
- Mar. 21-22: Canadian Broadcasting Corp., Board of Governors meeting, CBC headquarters, Toronto.
- **Mar. 22-April 6: Chicago International Trade Fair, Navy Pier, Chicago.**
- **Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.**
- Mar. 26-28: American Assn. of Industrial Editors, first national convention, Netherland Plaza Hotel, Cincinnati.
- Mar. 30-April 2: NARTB 30th Annual Convention, Conrad Hilton Hotel, Chicago.
- April 1-4: Twenty-second annual Safety Convention and Exposition, Statler Hotel, New York.
- April 1-4: American Management Assn. 21st annual packaging conference and exposition, Auditorium, Atlantic City, N. J.
- April 3-5: American Assn. of Advertising Agencies, spring meeting, The Greenbrier, White Sulphur Springs, W. Va.
- April 4-6: American Women in Radio & Television, second national convention, Statler Hotel, Detroit.
- April 15-17: AIEE Southwest District meeting, Jefferson Hotel, St. Louis.
- April 16: Brand Names Foundation's "Brand Names Day" conference, Waldorf-Astoria, New York.
- April 16: BAB Sales Clinic, Los Angeles.
- April 17-20: Ohio State U. Institute for Education by Radio-Television, 22d annual meeting, Deshler-Wallick Hotel, Columbus, Ohio.
- April 19: Cincinnati section, Institute of Radio Engineers, Spring technical conference, Cincinnati.

WIBG BASEBALL

Sponsors Are Signed

ATLANTIC REFINING Co. and Valley Forge Beer-Rams Head ale will sponsor coverage of 206 major league baseball games of the Philadelphia Athletics and Philadelphia Phillies this season over WIBG Philadelphia and 16-station radio network in eastern Pennsylvania and parts of New Jersey and Delaware.

In addition to league games, some 40 exhibition contests will be broadcast.

WIBG will give play-by-play of team playing at home, interspersed with high-light developments in away-from-home games being played by other team. Away-from-home games of both teams will be broadcast whenever they do not conflict with games at home. Agency: N. W. Ayer & Son.

The AUDIENCE ACTION TEAM

VOICES That SELL... IN TWO MAJOR MARKETS!

- HIT THE JACKPOT IN THE BILLION-DOLLAR TRADE AREA of NORTHEASTERN OKLAHOMA Plus THE MULTI-MILLION DOLLAR SHOPPING CENTER of Western ARKANSAS WITH—
- **ONE OPERATION**
- **ONE NETWORK – CBS RADIO**
- ONE REPRESENTATIVE (AVERY-KNODEL, INC.)

KTUL
TULSA

JOHN ESAU
Vice President
General
Manager
★

KFPW
FORT SMITH

AFFILIATED WITH KOMA, OKLAHOMA CITY

BILL RANDLE—CLEVELA

SPRINGS INTO NATI

WERE
WERE
WERE
BACO

THE MUSIC—NEWS—SPORTS

COMING UP: EXCLUSIVE BROADCASTS OF CLEVELAND

ND'S No. 1 DISC JOCKEY
ONAL PROMINENCE

WERE D. J. HAILED AS NEW "KING OF DISC JOCKEYS"

The Cleveland papers pronounced it. Newsweek reaffirmed it. Record distributors see it. And...

LISTENERS KNOW THAT
RANDLE TIME IS BUYING TIME IN CLEVELAND

Bill Randle packs 'em in—out there on the air... where listeners are customers. He has the audience, and he has the following.

Newsweek gives Bill Randle credit for reviving Charmaine. Bill Randle raised $10,000 for polio relief in one marathon broadcast.
Bill Randle is mentioned in 185 Sunday newspapers in connection with a special record promotion. Bill Randle has made over 200 personal appearances in the past two years. That's why

ADVERTISERS KNOW THAT
RANDLE TIME IS SELLING TIME IN CLEVELAND

DON'T TAKE OUR WORD FOR IT. READ THIS...

"In our crowd, the disc-jockey delight is Bill Randle of WERE."

"He has become the hero, the king of platter spinners.

"He gets an average of 600 letters a week—sometimes over a thousand."
—Fern Rich, *Cleveland Press*

"Bill Randle is Cleveland's No. 1 disc jockey."
—Thomas Burke, *Mayor of Cleveland*

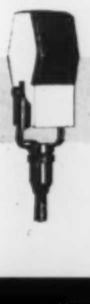
"Randle is definitely the No. 1 disc jockey in this area. He has tremendous influence on the public."
—Ted King, *District Manager*
Columbia Records

For available time contact the ...

O. L. TAYLOR COMPANY—National Representative

STATION

INDIANS BASEBALL



WERE

VITAL IN NORTHEASTERN OHIO

W
CBS
BIG
IN GREENSBORO, N.C.

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market,* there were 279,436 cars Sept. 30, 1951.† The composite result of 4 spot checks in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.**

SOURCES:
- * BMB Study No. 2
- † N. C. Dept. of Motor Vehicles
  Va. Dept. of Highways
- ** Greensboro & High Point Police Depts.
  Member, High Point Fire Dept.
  Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts **CBS Affiliate**

BAB AREA MEETS

42 Tentatively Scheduled

BROADCAST Advertising Bureau plans 42 area meetings this year for member stations and their salemen, William B. Ryan, BAB president, announced Tuesday, with places and dates of the sessions to be arranged during the course of the NARTB convention in Chicago.

Tentative schedules, however, provide for the first sales clinics to be held on the West Coast late in April, starting with Los Angeles, April 16, and followed by San Francisco, April 21; Portland, April 23, and Seattle, April 25. These sessions are to be conducted by Mr. Ryan, Kevin B. Sweeney, BAB vice president and John F. Hardesty, local promotion director.

BAB will conduct an average of three area meetings weekly throughout the summer, Mr. Ryan added, with two teams of executives alternating on the road. In addition to the west coast series, sales clinics are tentatively scheduled for St. Louis, May 5; Kansas City, May 7; Des Moines, May 9; Omaha, May 12; Wichita, May 14, and Oklahoma City, May 16.

The meetings—for which a complete schedule will be announced in May—will be open to BAB members only and will not require registration fees for admittance, the president explained. One-day affairs, the sales clinics will feature management meetings in the morning, to be followed by a session for radio station sales managers and salesmen in the afternoon.

"In our selection of cities we have tried to bring a BAB sales clinic within a few hours' travel time from every station in the country," Mr. Ryan explained. "In this way, we hope that stations will bring their entire sales staff to our meetings so that we can trade ideas on selling and the use of BAB materials. We learned so much about station needs from our 17 meetings last fall on the NARTB district tour, and the stations told us they profited so much by the chance to exchange ideas, that we decided to run as many meetings with stations as we could afford during 1952," he said.

INTERVIEW CANDIDATES

Gannett Stations Air Show

WASHINGTON Bureau of Gannett Newspapers has started a series of radio interviews with candidates for Presidential nomination on *Capital Memo*. Contenders from both parties will be given an opportunity to state their case on the program which was started three years ago.

Gannett stations which carry the broadcasts are WDAN Danville, Ill.; WENY Elmira, N. Y.; WHDL Olean, N. Y.; WHEC Rochester, N. Y., and WTHT Hartford, Conn. Text of interviews also will be published in Gannett newspapers.

FRESH AIR FUND

Kintner Heads Radio-TV

ROBERT E. KINTNER, ABC president, has been named chairman of *The New York Herald Tribune* Fresh Air Fund Radio-TV Committee, Executive Director Frederick H. Lewis announced last week.

Other new members of the committee are Sigurd Larmon, president of Young & Rubicam, and Gordon B. McLendon, president of Liberty Broadcasting System. As chairman, Mr. Kintner succeeds Mark Woods, president of Woods & Warwick.

Full membership of the radio-TV committee also includes Bruce Barton, board chairman, BBDO; Thomas D'Arcy Brophy, board chairman, Kenyon & Eckhardt; Bertram Lebhar, director of WMGM New York; Lawrence W. Lowman, vice president and general executive, CBS; Stanley Resor, president, J. Walter Thompson Co.; Nathan Straus, president, WMCA New York; Niles Trammell, board chairman, NBC; Frank White, president, MBS; and Chris Witting, general manager, DuMont TV Network.

Other broadcasters are members of the Friendly Town Radio-TV Committee, a separate group organized to enlist country communities as vacation sites for city children.

Members of this committee include Earle J. Pudney, WGY Schenectady, chairman; Charles J. Truit, WBOC Salisbury, Md.; Paul Alger, WSNJ Bridgeton, N. J.; Robert E. Johnson, WHOB Gardner, Mass.; Elton Hall, WVPO Stroudsburg, Pa.; A. E. Spokes, WJOY Burlington, Vt.; and Howard Wheelock, WKNE Keene, N. H.

BILL RANDLE

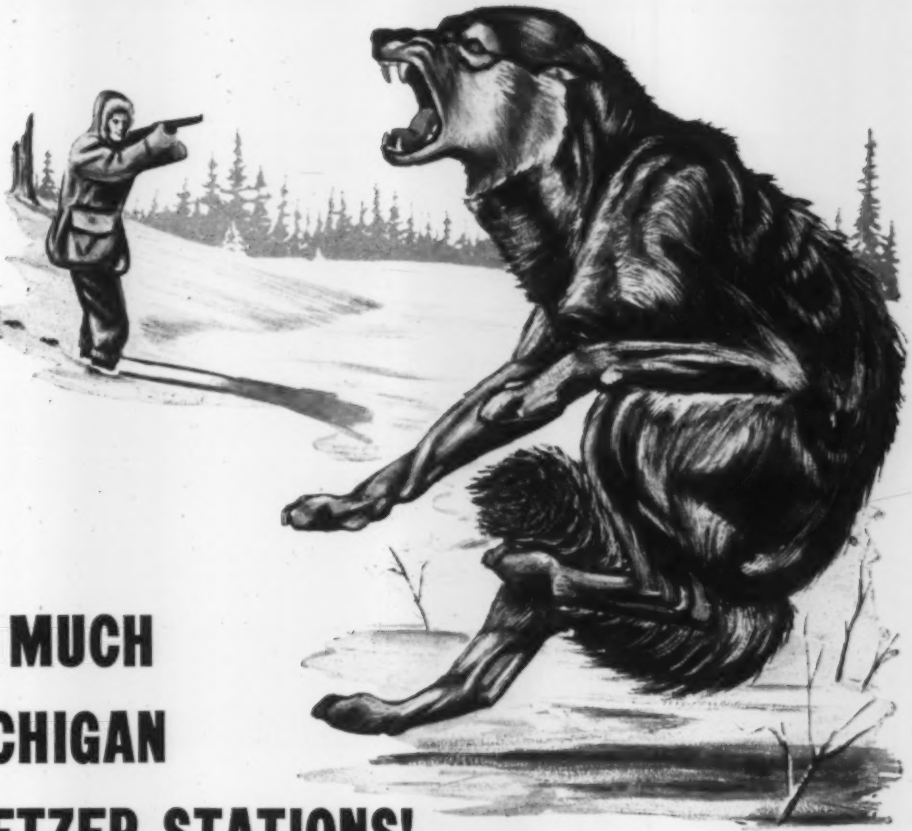
OF WERE IS THE HOTTEST DISC JOCKEY IN THE COUNTRY.

(See pages 38 & 39.)

Advertisers think so too:

- Bank of Ohio
- Better Foods
- Buick Motors
- California Fruit Growers Assoc.
- Chevrolet Motors
- Cleveland Illuminating Co.
- Cleveland Graphite Bronze
- Du Maurier Cigarettes
- Crayton Sausage
- Curtis Publishing Co.
- Fisher Foods
- Ford Motors
- Halle Bros. (Dept. Store)
- Higbee Co. (Dept. Store)
- Hills Bros. Coffee
- Household Finance Corp.
- Loew's State Theatre
- Musterole Co.
- Nestle Co.
- Nucoa Margarine
- Pennsylvania Refining Co.
- Royal Ice Cream
- Sears Roebuck & Co.
- Singer Sewing Machine Co.
- Stanback Ltd.
- Trailer Coach Mfg. Co.
- Warner Bros.
- The Woolworth Company

YOU MIGHT GET A 175-POUND WOLF*—



BUT . . .

YOU WON'T BAG MUCH IN WESTERN MICHIGAN WITHOUT THE FETZER STATIONS!

If you're gunning for bigger sales in Western Michigan, use the double-barreled power of the Fetzer stations—WKZO-TV in television, WKZO-WJEF in radio.

TV—WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids, and also provides intensive primary service to Battle Creek and dozens of other important cities and towns in Western Michigan and Northern Indiana. The WKZO-TV signal effectively reaches more sets than are installed in metropolitan Kansas City, Syracuse or Louisville! A recent 24-county Videodex Diary Study made by Jay & Graham Research Corporation shows that *WKZO-TV delivers 54.7% more Western Michigan and Northern Indiana homes than Station "B"!*

AM—WKZO, Kalamazoo, and WJEF, Grand Rapids, are far and away the best radio buys in Western Michigan. Bought in combination, they cost considerably less than the next-best two-station choice in Kalamazoo and Grand Rapids, *yet deliver about 57% more listeners!* BMB figures prove great rural circulation, too. WKZO-WJEF's unduplicated BMB Audience is up *52.9% over 1946 at night—up 46.7% in the daytime!*

Get the whole Fetzer story—write direct or ask Avery-Knodel.

** A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.*

WJEF
tops IN GRAND RAPIDS AND KENT COUNTY
(CBS RADIO)

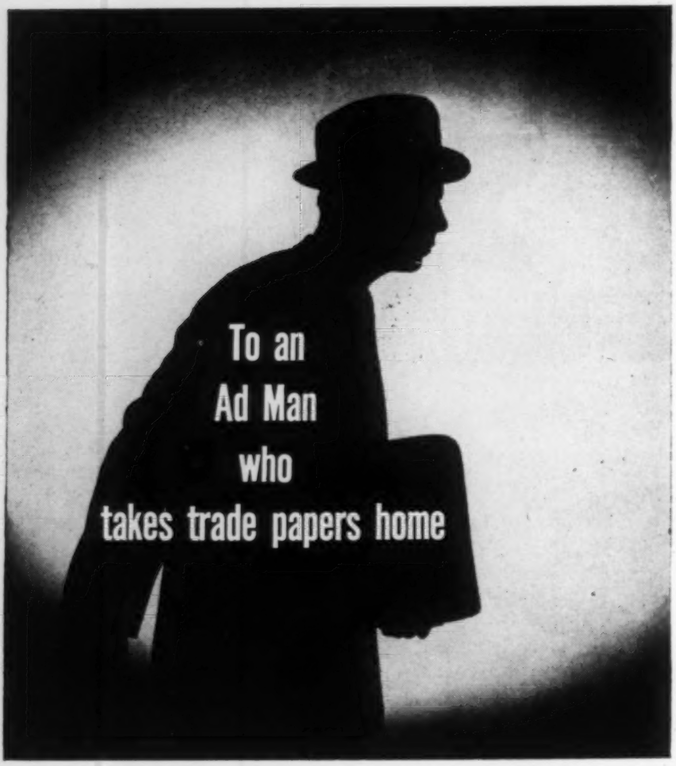
WKZO-TV
tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



Advertising is one of the few enterprises where the boss can walk into your office, find you reading a magazine, and not get apoplexy. But the working day isn't long enough, so you go home with a bundle under your arm and read magazines. Man (or lady), we're for you, and we'll reward you with some intelligence about our favorite topic, Iowa:

1. Annual cash farm income, $2.125 billion
2. Total industrial income, $3.737 billion
3. Radio families listening to WMT every week, 338,480
4. Spot check: Last month 189 spot advertisers used WMT; 138 of them are on a 52-week basis.

Wanna make it 190? *Whisper Katz Agency into your telephone* (or try our open transom).

WMT

CEDAR RAPIDS

BASIC CBS RADIO NETWORK • 5,000 WATTS • 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

'OVERLAP' FIGHT

FCC Acts in WMEX Protest

HEARING on question of overlap of 25 mv/m contours of WMEX Boston and WHIL Medford, Mass., was ordered by the FCC last week.

Action was taken after WMEX submitted proof of overlap and asked the Commission to revoke WHIL program authority and set license application for hearing. Commission set license application for hearing April 7 on overlap issue. It refused, however, to set aside WHIL program authority which permits Medford station to broadcast regular programs.

Comrs. Frieda B. Hennock and Robert F. Jones dissented.

Commission turned down previous requests by WMEX in the same situation [B•T, March 3, Feb. 18]. WMEX immediately filed a petition for review of the FCC's order with the U. S. Court of Appeals. It alleged that the Commission's failure to revoke WHIL program authority is illegal.

WMEX operates on 1510 kc with 5 kw. WHIL operates on 1540 kc with 250 w daytime. Commission rules specify that no application may be granted if station is less than 40 kc apart and the 25 mv/m contour overlaps with an existing station.

In refusing to revoke WHIL program authority, the Commission pointed out that WHIL had relied on the FCC's map of soil conductivities, which indicate no overlap. It also emphasized that notice of the grant was made public in February 1951 and that WMEX should have objected then, or up to 20 days thereafter as the rules prescribe.

"In this instant case," the Commission majority said, "notwithstanding the fact that this allocation policy may have been departed from, there has been no showing whatever that a significant amount of interference . . . has in fact resulted."

The Commission continued, "we are unable to conclude at this time that serious harm will result from the continuation of program tests by WHIL. . . ."

The WMEX argument that program tests are illegal is "little more than a play upon words," the Commission said. It declared that program tests are just as much "licenses" as are other authorizations which it makes.

Action Withheld

Commission order also referred to WHIL petition requesting that recently renewed license of WMEX be reconsidered. FCC said it was withholding action on that petition for the time being.

Dissenting Comrs. Hennock and Jones argued that the program authority of WHIL should be withdrawn, since it was acknowledged by the Commission that 25 mv/m contours do overlap and thus are in conflict with the rules. They also emphasized that the interference resulted in an "unauthorized" modification of WMEX's license.

"In mistakenly finding 'equities' on the side of WHIL to permit these tests without a prior hearing and a finding that there is no overlap, the Commission has done violence to its own concept of the public interest as expressed in its overlap rule, as well as illegally impairing the rights of an existing licensee," the dissenting commissioners said.

WMEX plea to the Court of Appeals alleged that WHIL was operating without a license and that program authority cannot be construed as a license. It also stated that proof of 25 mv/m contour overlap had been shown and that the Commission is bound to revoke the program authority automatically.

LAMBERT INDICTED

Mail Fraud Is Charge

CHARGED with using the mails to defraud on a 16 count indictment returned by a New York Federal Grand Jury Feb. 29, Laurence A. Lambert, Hollywood distributor of religious films, posted $1,000 bond with U. S. Comr. Howard V. Calverly in Los Angeles last week.

The New York trial is expected to be held in the fall upon return to the U. S. of Sah Waagenaar, president of Circle Film Enterprises, distributor, on world tour.

Defraud charges concern the operations of Mr. Lambert's International Religious and Education Films and similar titled firms which are headquarters in Hollywood, according to Assistant U. S. Attorney Albert Blinder.

The indictment alleges Mr. Lambert represented to the trade he had all rights to the French film "Golgotha," while the picture actually is owned by Mr. Waagenaar in the U. S. and Canada. The counts also charge Mr. Lambert schemed to defraud Loyola Films, subsidiary of Loyola U., Los Angeles, and Variety Film Distributors by false representation through mails.

Mr. Lambert recently was named one of the principal defendants in a $5 million damage suit filed in Los Angeles Superior Court by Preferred Pictures Corp. It charges conspiracy and alleges false representation that he was distributing two religious films, "Pilgrimage Play" and "Upon This Rock."

Canadian Award

ANNUAL Canadian General Electric Award to Canadian stations has been changed to cover not only the work of Canadian stations but is to be given this year and in future to station individuals "for outstanding technical service" or "for outstanding service to the broadcasting industry in the technical field," according to an announcement of the Canadian Assn. of Broadcasters. Award will be made at the annual CAB convention to be held at the Royal York Hotel, Toronto, March 24-27. Entries for the award are now being received at CAB heaquarters at Ottawa.

Again and Again... It's Station WMAQ that sells the Midwest Market

"Thanks to the consumer demand created by radio advertising, the majority of druggists in the WMAQ area found it highly advantageous to stock."

When Foley and Company decided to introduce their new cough-restraining product, FOLEY QUIT-ITS, in the Chicago and Midwest market, they naturally turned to Station WMAQ, master sales medium of the Middle West. A schedule of announcements was placed in the "Early Norman Ross" program, broadcast Mondays through Saturdays between 6:15 and 6:55 a.m.

And again WMAQ produced as expected!

Here is the report from Wendell Walker, account executive for Lauesen & Salomon, Foley and Company advertising agency:

> *"We have been most gratified, during the introductory campaign for FOLEY QUIT-ITS, at the number of druggists and consumers who said they heard about them on the 'Early Norman Ross' show.*
>
> *"No salesmen contacted druggists on behalf of FOLEY QUIT-ITS, either before or during the campaign. But thanks to the consumer demand created by radio advertising, the majority of the druggists in the WMAQ area found it highly advantageous to stock."*

Again and again advertisers find proof in their sales records that WMAQ is the sales medium which *delivers the buying audience.* Your WMAQ or NBC Spot salesman will be glad to give you the complete story.

Now Celebrating 30 Years of Service

NBC RADIO IN CHICAGO

WMAQ
CHICAGO

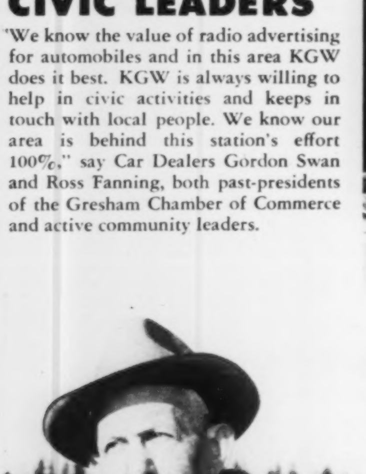
GRESH
Rexall
DRUG

GRESHAM'S BUSINESS DISTRICT

is spread over a wide area in typical suburban fashion. Easy access to shopping centers makes it a favorite trade area. Bank deposits total more than eight millions; population has more than tripled in the past 10 years.

CIVIC LEADERS

"We know the value of radio advertising for automobiles and in this area KGW does it best. KGW is always willing to help in civic activities and keeps in touch with local people. We know our area is behind this station's effort 100%," say Car Dealers Gordon Swan and Ross Fanning, both past-presidents of the Gresham Chamber of Commerce and active community leaders.



FARMER "KGW is our 'main line' for news, weather reports, crop and stock prices, and has our wholehearted support for its community efforts. This station knows local people and local people know KGW. For the best possible job in the Portland area it can't be beat," reports C. A. Becker, president of the Gresham Berry Growers and long-time resident of the agricultural district near Gresham.

THE *People's Choice** IN PORTLAND OREGON

Local people are *'for'* KGW because they know KGW is *'for'* local people. All the advantages of selling-influence-prestige with the station that has the *'local'* touch. Markets are people and KGW realizes every business, local or national, must keep in touch with people and keep that touch local. You cannot adequately sell the Portland area without KGW, because it is the *'Pioneer'* station in Portland with more than 30 years continuous operation. Naturally it has top listener loyalty in this section of Oregon. As anyone living in the Portland area can tell you, KGW is the station at six-two-oh on the radio dial! For the advertiser seeking the highest possible return from his investment in radio time, KGW offers the quality that produces greatest results. If you're not on the KGW band wagon, investigate now because it is true you cannot adequately *'sell'* the Portland area without KGW.

KGW

NBC AFFILIATE

PORTLAND, OREGON

KGW BRINGS GRESHAM AREA ENTERTAINMENT, NEWS, SERVICE FEATURES

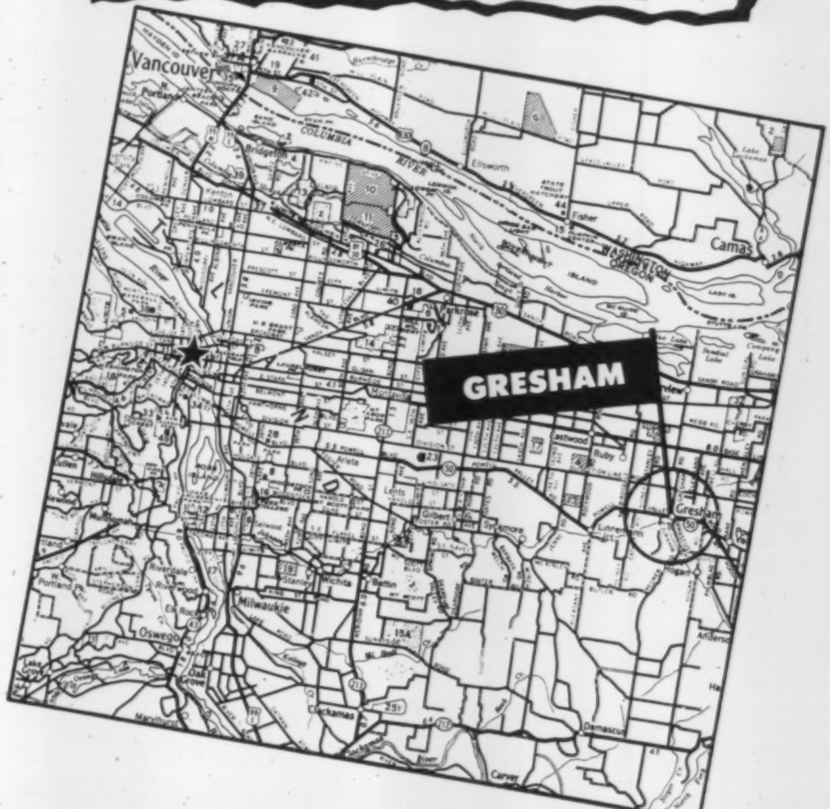
HOUSEWIFE "KGW is our favorite family station and besides the entertainment value it brings me news of products that help make my shopping easier," reports Mrs. M. A. Ferris, Gresham housewife.

DRUGGISTS "The top station here is definitely KGW with top entertainment, news and topics of interest to local people. It's very true that KGW advertised products increase in sales and no one can beat this 'local' station for quality," according to Gresham Druggists Stafford Dowsett and E. L. Welling.

STUDENT "My favorite programs are on KGW and the over-all coverage of events gives me 'talking points' for school and social activities," volunteered Gresham high school student Gwen Bacon.

GROCER "When national brands are advertised on KGW, sales increase more than 30 per cent. It is definitely *the* station in the Portland area," says Carl Zimmerman, 12-Mile Store owner, near Gresham.

in Gresham Agricultural center of Multnomah county, serving a retail trade area of more than 40,000 persons, located less than 15 miles from Portland's city center, the 'People's Choice' IS KGW...


GRESHAM
Vancouver
Columbia River
Camas
Gresham
Ruby
Lents
Milwaukie
Oswego
Clackamas
Damascus
Carver
Ellsworth
Fisher
Washington
Oregon

REPRESENTED *Nationally* by EDWARD PETRY & CO., INC.

OPS' RADIO

Woodhouse Answers Charges

Office of Price Stabilization series of radio broadcasts featuring well-known celebrities and anti-inflation messages cropped up in the Senate last Wednesday.

Sen. Burnet Maybank (D-S. C.) inserted in the *Congressional Record* a letter from an OPS official challenging certain published reports that the agency sought to use the programs to further price control. The Joint Senate-House Production Committee, of which Sen. Maybank is chairman, had requested the data.

Sen. Maybank said his committee had received "many inquiries" on the 13-week series. He took no side on the issue in his floor statement but inserted the letter "in the interest of presenting the facts." The letter was signed by Chase G. Woodhouse, Office of the Special Assistant to the Director of OPS.

Mr. Woodhouse rejected claims that the agency is using fan dancers to popularize price controls. He noted that a number of celebrities, including Bob Hope, Dinah Shore and Bob Crosby, had volunteered their services without charge, and that stations could use the transcribed series, *Stars for Defense*, as a public service. The programs have drawn fire from GOP quarters [B•T, Feb. 25, 18].

The OPS official stressed the importance of public information in stabilizing prices, and claimed the broadcasts are not used to advocate extension of the Defense Production Act on Capitol Hill. He conceded that it would be "most improper and illegal to use federal funds in a propaganda campaign." Mr. Woodhouse added:

> There were naturally certain expenses in producing and manufacturing these recordings. The agency felt those expenses to be small in relation to the immensity of the information job and its importance in effectively administering price controls. The 13 high-priced radio stars did not receive a penny for their services. The agency does not pay for broadcasting time. Radio stations, which wish to do so, broadcast these programs free of charge as a public service. . . .

CINCINNATI IRE

Meeting Slated April 19

DR. D. B. SINCLAIR, president, Institute of Radio Engineers, will make the principal address at the spring technical meeting of the Cincinnati section of IRE April 19.

Among topics to be discussed are color and UHF television. Registration may be made through Prof. A. B. Bereskin, Electrical Engineering Dept., U. of Cincinnati, Cincinnati 21, Ohio.

PEABODY AWARDS

N. Y. Unit Recommends

NEW YORK listening post committee announced last week that it had recommended the following programs for consideration by the National George Foster Peabody Awards committee:

Radio:

Network Education programs: *The Nation's Nightmare*, CBS, and the documentary series *U. S. S. R.* ABC.

Regional Education program: *Inside New York*, WMCA New York.

Local Education Program: Citation to WLIB New York for service to and by the Negro population of the city.

News: citation to Howard K. Smith CBS.

Entertainment: "The Big Show," NBC.

Children's Programs: "New York Times Youth Forum," WQXR New York, and citation for "No School Today," ABC.

Programs promoting international understanding: "World Theatre," BBC with a citation to the Ford Foundation for its Paris broadcasts of U. N. General Assembly meetings.

Television:

Network Education Programs: "American Inventory," NBC-TV; "How Do They Get That Way?" ABC-TV; and "Horizons," ABC-TV.

Local Educational Programs: "Wild Life" series, WOR-TV New York; "It's A Problem" series, first telecast locally on WNBT (TV) New York, but now a network show; and a special citation to WNYE New York and WPIX (TV) New York for their cooperative production of "Living Blackboard," program for confined children.

Entertainment: "Celanese Theatre," ABC-TV.

News: Edward R. Murrow for "See It Now" series, CBS-TV.

Children's Programs: "Kukla, Fran and Ollie," NBC-TV; "Zoo Parade," WNBT (TV); Super-Circus," ABC-TV; "Juvenile Jury," NBC-TV; and "Children's Theatre," WNBT (TV).

Recommendations were made in the order of listing, except for children's TV programs which were recommended without classification.

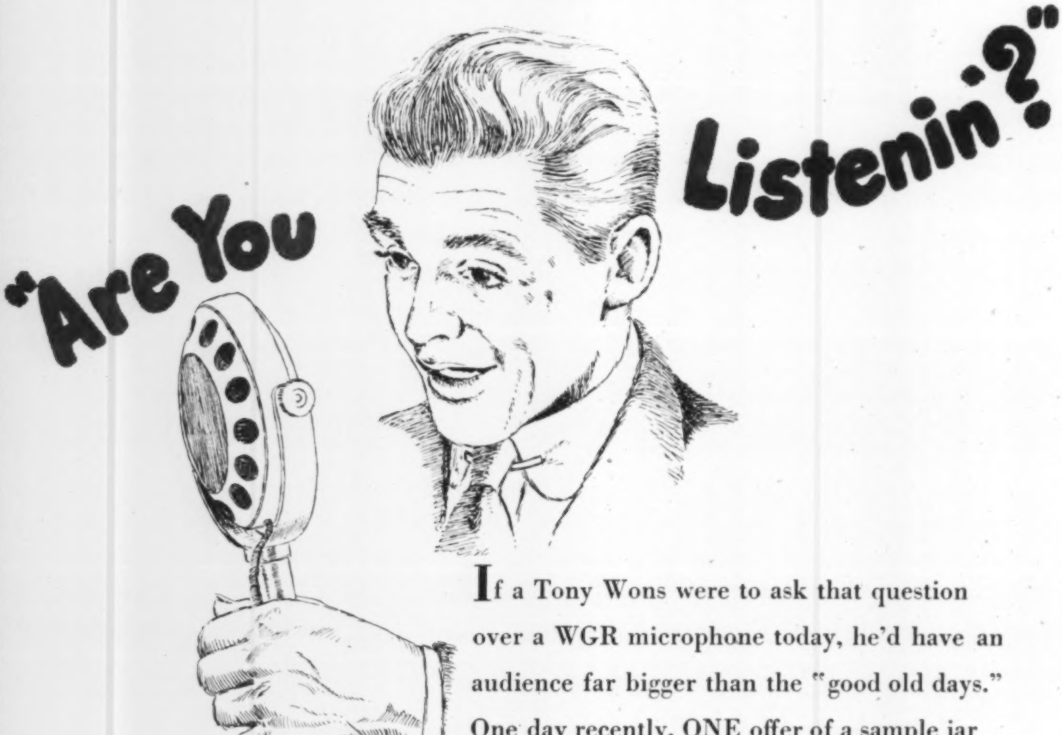
WVBT'S CALIF. FAN

Reported by RRN

LONG distance record for regular FM reception was claimed last week by the 13-station Rural Radio Network, which reported that WVBT (FM), its station at Bristol Center, N. Y., has a regular listener in Berkeley, Calif.

A recent letter from the West Coast listener said, in part, "although your signal is weak, we spend many happy hours with our ears pressed close to our FM speakers, listening to the fine programs you broadcast from WQXR [New York] . . . in addition to the music, which we sorely miss on Sunday mornings, we much enjoy *"Freddie and the Popinjay."*

WVBT is on a 2,100-foot mountain 30 miles south of Rochester, N. Y. and was designed to service the Rochester area and the Genesee Valley, according to Donald K. deNeuf, Rural Radio General manager. He said that, to his knowledge, this was the longest range over which FM broadcasts had been heard on a regular basis.


"Are You Listenin'?"

If a Tony Wons were to ask that question over a WGR microphone today, he'd have an audience far bigger than the "good old days." One day recently, ONE offer of a sample jar of skin cream brought 3,000 requests flooding in from Buffalo, western New York and Pennsylvania and from our Canadian listeners across the river.

Yes, WGR means **W**e **G**et **R**esults!

CBS Radio
Network

WGR
55

Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

On the surface most discs look pretty much alike. And for some jobs, their characteristics may seem fairly similar, too. But can you depend on them? Are you sure that the discs you use will give consistently fine performances for any kind of job day in and day out?

when the chips are down...

You can if you select PRESTO.

That's why, in the final analysis—when the chips are down—more and more stations, studios, and schools are choosing PRESTO. They appreciate the craftsmanship that goes into the manufacture of each disc—the meticulous preparation of the aluminum base, the use of the finest lacquers, the careful curing in the world's most modern disc plant. They know that the PRESTO label stands for a *consistently* good disc.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

EXPORT DIVISION:
25 Warren Street, New York 7, N. Y.
CANADIAN DIVISION:
Walter P. Downs, Ltd.
Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

TECHNIQUE used by Muntz TV for getting top sales results on WFBR Baltimore in comparison with other stations and media is recounted by (l to r): Bob St. Claire, mgr., Muntz TV, Baltimore; Lou Corbin, WFBR announcer-producer; William S. Pirie Jr., WFBR sls. dir., and John E. Surrick, station's v. p. and gen. mgr.

SUCCESS of NBC's new merchandising plan is indicated here in conference between Horace Fitzpatrick (l), asst. & coml. mgr., WSLS Roanoke, Va., and Charlie Garrison, NBC merchandising representative. Mr. Garrison visited city's chain stores.

TO COMMEMORATE New York visit, Dick Green (r), sls. mgr., KOMO Seattle, presents "Gold Herring Award" to Marty Nierman, acct. exec., Edward Petry & Co. Award symbolizes sales on KOMO fishing program, *The Old Boat Puller.*

DISCUSSING KLZ Denver's new recorded Fred Waring program are (seated, l to r): Dave Glismann, formerly of Waring network cast; who is program m. c., and Jack McMurtry, McMurtry Paints, sponsor. Standing, Jack Tipton, KLZ acct. exec., and Geo. Salstrand, Tom Axelson Agency.

FirePower Engi

CENTER of attraction is Chrysler Fire Power engine as Brady-Frazer, Chrysler-Plymouth agency, signs one-year pact for *World and Local News* on WHIM Providence, R. I. L to r: "Wash" Frazer, agency v. p.; Gus Parmet, WHIM sls. mgr., and Eugene Brady, pres. of auto firm.

CHARTING spring paint campaign on KSL Salt Lake City are principals for station and sponsor. L to r: Harold W. Pickering, agency representative; Margaret Masters, KSL homemaker; A. D. MacEwen, adv. chief, Bennett Glass & Paint Co., program sponsor; and Paul F. Royall, KSL acct. exec. Firm is using KSL's Allen Jensen news show and participations in Masters program.

New Business

(*Continued from page 16*)

Bread) appoints Elliot, Goetz & Boone, S. F., as West Coast advertising representative.

AIRLINE FOODS Corp., Linden, N. J., appoints Harry B. Cohen Adv., N. Y.

FELS & Co., Phila. (soap), appoints McKee & Albright Inc., that city, to handle all products.

CAL RAY BAKERIES, Glendale, Calif., (cookies), appoints R. W. Webster Adv., L. A.

FOX WEST COAST THEATRES, L. A. (theatre chain), appoints Ed Stebbins Inc., that city.

HOYT BROS., Newark, N. J. (cake and pie mixes), appoints Tracy, Kent & Co., N. Y.

DR. A. POSNER SHOES, N. Y., appoints Alfred J. Silberstein, Bert Goldsmith Inc., that city.

WHITEHALL PHARMACAL Co., N. Y., names Abbott Kimball Co., that city, for Chlora Stick, new chlorophyll deodorant.

SCHENLEY INTERNATIONAL Corp., N. Y., appoints McCann-Erickson, San Juan, Puerto Rico, to handle Blatz beer effective April 1.

WESTINGHOUSE ELECTRIC SUPPLY Co., L. A. (appliances), names Universal Adv., Hollywood.

PARKLABREA TOWERS, Los Angeles (apartment development), names Taggart & Young Adv., that city.

DOS PALMAS ESTATES, Desert Hot Springs, Calif. (real estate), and **NIC-L-SILVER BATTERY Co.**, Santa Ana, Calif., name Stodel Adv. Co., L. A.

AMERICAN EXTENSION SCHOOL OF LAW, Chicago, names Ross Roy Inc., same city. **EARL COLLINGS** is account executive.

EMORY U. MEET

Adv. Executives to Speak

CROSS-SECTION of topics and speakers highlights the third annual Atlanta Advertising Institute to be held March 21-22 at Emory U. Robert D. Swezey, executive vice president of WDSU-AM-TV New Orleans, will talk on "Paying the Piper in Television" at the first day's dinner session.

The institute, sponsored jointly by the university and by the Atlanta Advertising Club, is expected to attract some 200 professional people in addition to advertising students at the university.

Among the dozen other speakers listed during the two-day session of clinics and lectures are Budd Grove, advertising manager, Marshall Field & Co., Chicago; Frederic Schneller, vice president, D'Arcy Adv. Co., St. Louis, and Claude Gizzard Jr., Atlanta advertising executive.

Richard Joel, journalism professor at Emory and vice president of the Atlanta Ad Club, is general chairman.

WFOX Ownership

OWNERSHIP of WFOX Milwaukee was incorrectly given in item on its objections to WEMP Milwaukee TV application amendments last week [AT DEADLINE, March 10]. Charles J. Lanphier is president, majority stockholder, general and commercial manager of WFOX. Item erroneously referred to WFOX as Hearst owned.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

Regular Week Feb. 3-9 1952

NIESLEN-RATING*

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)		(7.6)
1	Lux Radio Theatre (CBS)	15.7
2	Jack Benny (CBS)	15.0
3	Amos 'n' Andy (CBS)	14.3
4	Charlie McCarthy (CBS)	13.8
5	You Bet Your Life (NBC)	12.4
6	Arthur Godfrey's Scouts (CBS)	11.5
7	Suspense (CBS)	11.5
8	People Are Funny (CBS)	10.9
9	Our Miss Brooks (CBS)	10.7
10	Big Story (NBC)	10.4
EVENING, MULTI-WEEKLY (Average For All Programs)		(5.8)
1	Beulah (CBS)	8.0
2	News of The World (NBC)	7.7
3	One Man's Family (NBC)	7.3
WEEKDAY (Average For All Programs)		(4.8)
1	Arthur Godfrey (Liggett & Myers) (CBS)	8.9
2	Romance of Helen Trent (CBS)	8.4
3	Our Gal, Sunday (CBS)	8.1
4	Aunt Jenny (CBS)	7.7
5	Wendy Warren and the News (CBS)	7.5
6	Pepper Young's Family (NBC)	7.4
7	Arthur Godfrey (Nabisco) (CBS)	7.3
8	Road of Life (NBC)	7.2
9	Big Sister (CBS)	7.0
10	Ma Perkins (CBS)	7.0
DAY, SUNDAY (Average For All Programs)		(3.0)
1	True Detective Mysteries (MBS)	7.0
2	Shadow, The (MBS)	6.7
3	Greatest Story Ever Told (ABC)	4.8
DAY, SATURDAY (Average For All Programs)		(3.6)
1	Grand Central Station (CBS)	6.8
2	Theatre of Today (CBS)	5.9
3	It Happens Every Day (CBS)	5.8

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1952 by A. C. Nielsen Co.

1st IN NEWS

Seventy-five Network newscasts weekly. Big names with authentic news. More network news than any other San Antonio station.

1st IN SPORTS

Major league, All-Star, World Series Baseball. Football. Auto and Horse Races. Boxing. More than all other San Antonio stations combined. Big time sports.

1st IN KID SHOWS

One solid hour daily of big name kid shows, just for kids. More than all other San Antonio stations combined.

1st IN MYSTERIES

KMAC carries more high-rated mysteries than any other San Antonio station. By far, first in the mystery field.

1st in PUBLIC SERVICE

If it's big it's on KMAC. Regular and special features of broad public interest. Free time to more than 150 organizations. More than any other San Antonio station.

1st In the Service of the Lord

More quarter-hours of religious programs weekly than all other San Antonio stations combined. Featuring outstanding National, Regional and Local religious leaders.

1st IN HILL-BILLY

RFD Texas, Hillbilly House Party, Hit Parade, and Jamboree. Featuring Charlie Walker, San Antonio's only authentic hillbilly. First in mail. First in telephone calls.

1st DRAMA

More BIG dramatic shows weekly, featuring top Hollywood and Broadway stars, than any other San Antonio station. Drama, comedy, love stories, adventure.

KMAC

MUTUAL ON 630

SAN ANTONIO, TEXAS

25 YEARS OF SERVICE

Represented nationally by the

GEORGE P. HOLLINGBERY CO.

N·A·R·T·B
BROADCASTING
GOLF
tournament

at
BUNKER HILL
Golf Club
6635 Milwaukee
Avenue
NILES, ILLINOIS
starting 9 a.m.
MARCH 30

Glad to have you. Please send reservations to: Golf Tournament, BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C.

IN REVIEW

FULL CREDIT is due Producer-Director Albert McCleery and Scripter Guy de Vry for daring to utilize three half-hour telecasts in the presentation of "Peer Gynt" on the *Cameo Theatre*. Credit goes also to NBC and to the sponsors of the Sunday evening program—Regent cigarettes and Hazel Bishop cosmetics—for authorizing the experiment.

Too often an hour, and frequently a half-hour, is thought enough time for most televersions of dramatic classics, even Shakespeare. Insistence on more time to tell the story, even though it means serialization, is a move to be encouraged.

But in choosing "Peer Gynt," Ibsen's poetic fantasy, as the vehicle to test their theory, Messrs. McCleery and de Vry must have been motivated by some consideration other than audience appeal. "Peer Gynt" is seldom seen on the American stage and after watching it on TV this reviewer believes he knows the reason. Fantasy, satire and philosophy, main ingredients of the drama, comprise a delicate cargo that does not come through the transition from Norway to America and from 1867 to 1952 in any too good shape.

As presented on NBC-TV, in any case, "Peer Gynt" was a series of individual episodes whose diverse nature failed to combine into the logically developed story of a self-centered soul, neither good enough for heaven nor bad enough for hell, which is the whole point of the play. Only in the final installment, when the aged Peer Gynt is stripped of pride and hope alike, did the teleplay gain dramatic significance and power.

All members of the large cast did well by their unusual roles. This was no small accomplishment, for many of the speeches were long and with words and cadence quite foreign to modern Americans. In maintaining faith with Ibsen, Mr. de Vry's script set a difficult task for the players. To their credit, and to that of Mr. McCleery, there was no fluffed line or missed camera cue discernible to the home viewer in the entire triple telecast.

Douglass Montgomery gave the title role a full interpretation, from the horseplay of the lusty youth to the sobbing repentence of the aged derelict, aging believably in the process. Frances Reid was appropriately sweet as the ever-faithful Solveig. Wesley Addy, as the Button-Moulder who for three weeks tried earnestly to put Peer Gynt into his boiling cauldron, was dramtically effective in a trying role that was made no easier by Mr. McCleery's fondness for close-ups which at times moved the camera in until it seemed about to touch the tip of Mr. Addy's nose.

Leonore Shanewise ran the gamut of emotions as Ase, Peer's proud through put-upon mother whose death scene gave the first installment a few moments of quiet sentiment that contrasted nicely with the general boisterousness of the rest of that telecast. Rita Gam was vividly emotional as the stolen bride, Claire Luce trollishly lustful as the Woman in Green, and Renee Goddard wrigglingly alluring as Anitra.

Howard Bay, afforded a designer's field day with scenes ranging from the troll king's cavern to an Egyptian madhouse and the prow of a ship in a storm at sea, was responsible for sets, costumes and make-up that throughout the lengthy production provided appropriate visual settings for the dramatic action.

A word about the commercials, particularly in mid-program spots, that were chock-full of hard-selling copy and completely destroyed the mood and tempo of the drama they interrupted: The word is "annoying."

Program: Cameo Theatre presentation of "Peer Gynt" in three parts on NBC-TV, Feb. 24, March 2 and 9, 10:30-11 p.m.
Sponsors: Hazel Bishop lipstick (sponsored second telecast).
Riggio Tobacco Corp. for Regent cigarettes (sponsored first & third telecasts).
Agencies: For Regents—Brooke, Smith, French & Dorrance, N. Y. for Bishop—Raymond Spector.
Adapter: Guy deVry.
Producer-Director: Albert McCleery.
Music: (combined scores of Edvard Grieg and Harald Saeverud) recordings.
Music adapted by David Hall.
Settings by Howard Bay.
Choregrapher: Peter Birch.
Story Editor: Ethel Frank.
Costume Supervision: Guy Kent.
Lighting: Lee Carlton.
Technical Director: Robert Long.
Audio Engineer: Lou Halpern.
Star: Douglass Montgomery.
Cast: Frances Reid, Wesley Addy, Humphrey Davis, Harry Mahaffey, John Gerstad, Grant Sullivan, Rita Gam, Leonore Shanewise, Claire Luce, Hans von Twardowski, Charles Andre, Renee Goddard, Martin Brandt, Jack Bittner, Leonardo Cimino, Bill Barptholemew, Winfield Hoeny, Gavin Gordon, Philip Coolidge.

ADV. COMPLIANCE

Noted by New York BBB

NEW enforcement plan, instituted by the Better Business Bureau of New York City to improve sales methods for radios, television receivers and service and home appliances has received almost complete cooperation on the part of advertisers, Hugh R. Jackson, BBB president, has announced.

The voluntary plan for improved advertising standards has been in effect for two weeks, he explained, with BBB sending out 21 letters calling attention to violations. Replies were received, in turn, from all advertisers except one, he said, and in that case the advertising objected to has not since been repeated.

OSU SPEAKERS

Include Walker, Webster

FCC CHAIRMAN Paul A. Walker and Comr. Edward M. Webster will take part in Ohio State U.'s 22d annual Institute for Education by Radio and Television in Columbus April 17-20 [B•T, March 10].

Chairman Walker has agreed to serve as a panelist for the special interest session on organized listener groups scheduled for Saturday, April 19. The group will attempt to answer "Are organized listener groups really doing an effective job?"

FCC's representative on the panel discussing broadcasting to foreign countries will be Comr. Webster, who will answer "How has international broadcasting been affected by allocations conferences of the last six years and by the most recent Geneva allocations conference — What lies ahead?" This also is scheduled for April 19.

Speaking on broadcasts for foreign countries will be representatives of Voice of America and the French Broadcasting System in North America, with Gerald Kean, acting director of United Nations Radio, as chairman. Gen. Frank E. Stoner, coordinator of communications for VOA, will speak on international shortwave systems, while Leo Lowenthal, chief of the program evaluation division of the Office of International Broadcasting, will outline consumer activities being conducted in international broadcasting.

Three general sessions will be featured during the four-day meeting, along with more than 30 special interest sessions, according to the institute director, Dr. I. Keith Tyler, who expects more than 1,000 persons to attend.

TORNADO DISASTER

WEKR Serves Public Well

WHEN a tornado struck Fayetteville, Tenn., killing two persons and causing extensive property damage. WEKR's power was cut off by the violence of the cyclone at 4:28 p.m. Five hours later, power was restored and the station remained on the air until 1:30 a.m. the following day, flashing bulletins.

James Porter Clark, WEKR partner, reported that the subsequent two days were given over to dissemination of information pertaining to the disaster. Relief agencies used station facilities to relay vital messages.

Mr. Clark added, "While we feel that 'commercial' radio did a good job in the emergency, due credit should also go to Ernest J. Tucker, the station's chief engineer, who served as headquarters for the ham operations into and out of the area. His W4MQV was the only practical source of communication between the outside world of relatives and the people of Fayetteville."

memo to big city time buyers
ZENITH

Don't overlook F.M.

You're working in the city. Turn on your radio. Listen to one of your AM commercials. It's coming through, clear as a bell, from that big transmitter nearby. Sounds fine, doesn't it?

But there are many places in the country where that commercial of yours can't be heard at all—even though it's broadcast from an AM station right in the neighborhood.

For in many places "radio climate" is such that the AM signal is torn to pieces by static, garbled by interfering "crosstalk." *The folks you're trying to sell can't hear your message at all.*

FM solves that problem for you in many areas. FM is clear as a bell *whatever* the "radio climate." So in making *your* time schedules—Don't Overlook FM.

NOTE: During its recent spot radio campaign on Zenith Hearing Aids, Zenith used separately keyed spots on FM and AM stations in many cities. In several cases, returns from FM outnumbered those from AM. In others, FM was—on the basis of cost per inquiry—the best broadcast buy. Here's real proof of the growing importance of FM!

ZENITH
REG. U.S. PAT. OFF.
•LONG DISTANCE• **RADIO and TELEVISION**

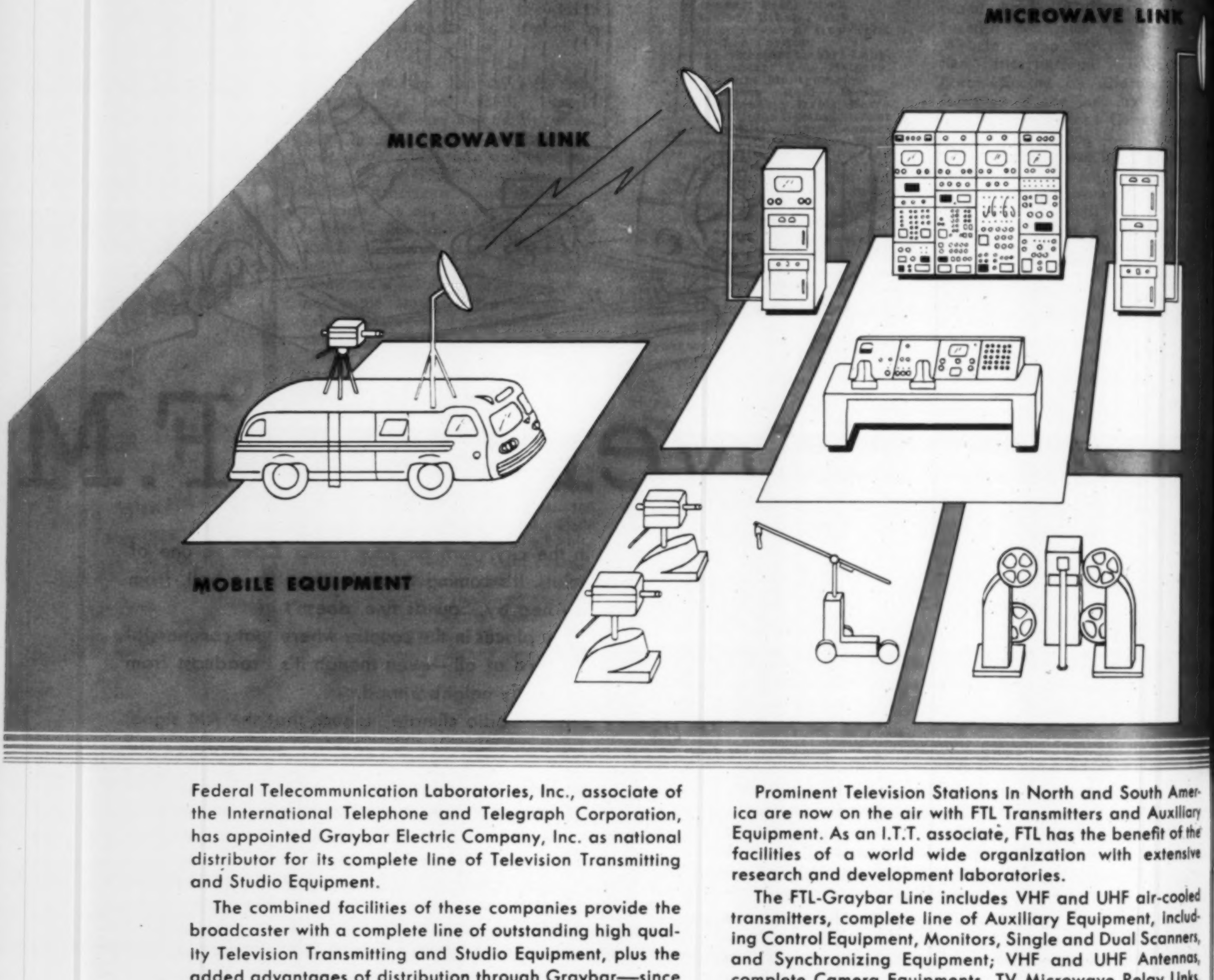
THE ROYALTY OF RADIO AND TELEVISION

ZENITH RADIO CORPORATION · *Chicago 39, Illinois*

R-1526B

Federal AN

JOIN TO PROVIDE THE
WITH A COMPLETE LINE OF TELEVISION



Federal Telecommunication Laboratories, Inc., associate of the International Telephone and Telegraph Corporation, has appointed Graybar Electric Company, Inc. as national distributor for its complete line of Television Transmitting and Studio Equipment.

The combined facilities of these companies provide the broadcaster with a complete line of outstanding high quality Television Transmitting and Studio Equipment, plus the added advantages of distribution through Graybar—since the start of the industry a leading supplier to broadcasters.

Prominent Television Stations in North and South America are now on the air with FTL Transmitters and Auxiliary Equipment. As an I.T.T. associate, FTL has the benefit of the facilities of a world wide organization with extensive research and development laboratories.

The FTL-Graybar Line includes VHF and UHF air-cooled transmitters, complete line of Auxiliary Equipment, including Control Equipment, Monitors, Single and Dual Scanners, and Synchronizing Equipment; VHF and UHF Antennas, complete Camera Equipments, TV Microwave Relay Links, and Mobile Television Units.

Federal Telecommunication Laboratories, Inc.

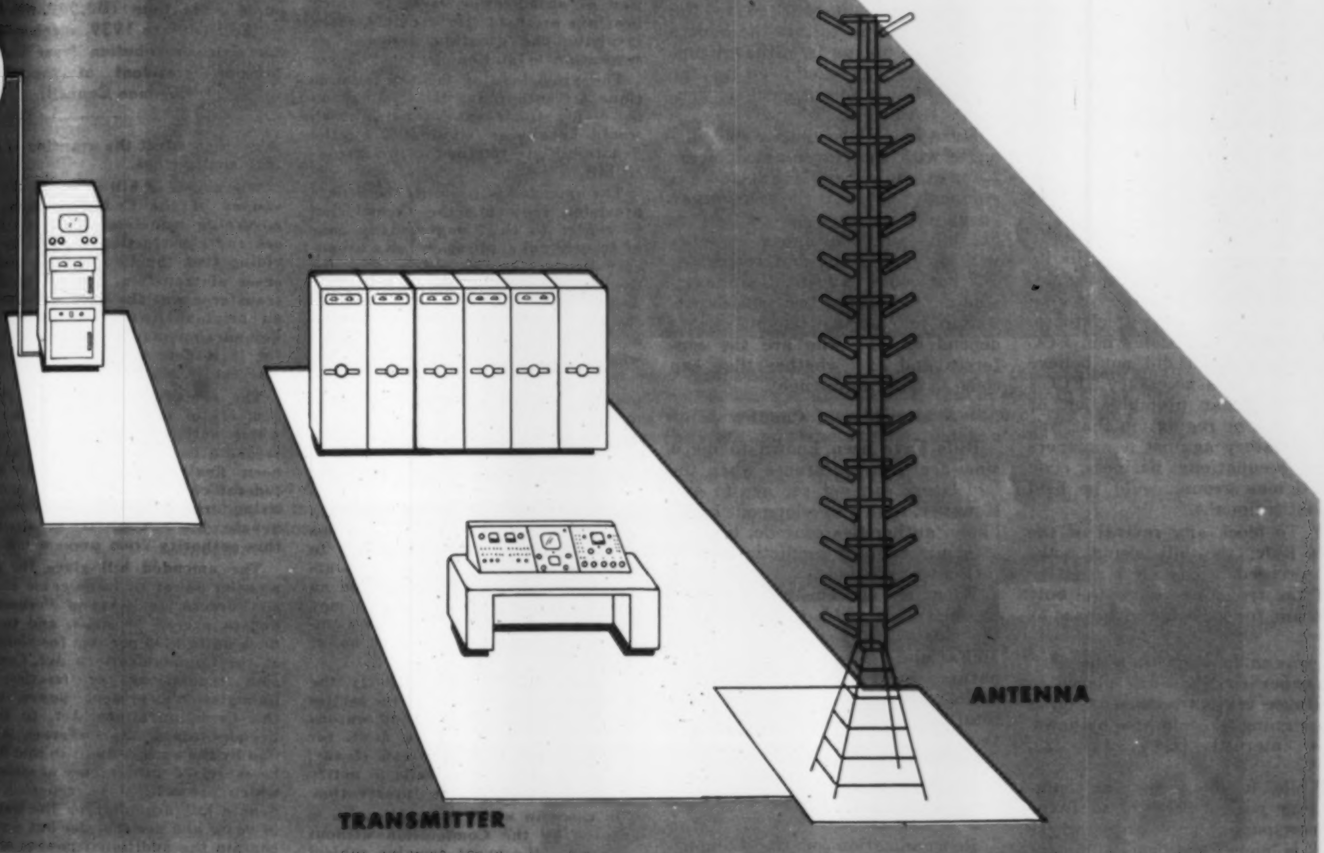
An Associate of the International Telephone and Telegraph Corp.
500 Washington Ave., Nutley, N. J.
Canadian Distributor: Federal Electric Manufacturing Co. Ltd., Montreal, P. Q.
Export Distributor: International Standard Electric Corp., 67 Broad St., New York

Graybar

*Graybar QUALITY SINCE 1869 *REG U.S. PAT OFF

Distributed by *Graybar ELECTRIC COMPANY

BROADCASTING INDUSTRY
EQUIPMENT FROM CAMERA TO ANTENNA



COMPLETE SERVICE TO THE INDUSTRY

In addition to FTL's high quality Television Equipment, Graybar brings you broadcasting's best accessories — speech input equipment, microphones, lighting, towers and transmission lines, tubes, wiring supplies and devices—in fact, *everything electrical to keep you on the air.*

Your nearby Graybar representative is now ready to serve your television and accessory equipment requirements. Call today!

KEY CITIES WHERE GRAYBAR REPRESENTATIVES ARE LOCATED:

Atlanta, Ga.
Boston, Mass.
Chicago, Ill.
Cincinnati, Ohio
Cleveland, Ohio
Dallas, Texas
Detroit, Mich.
Houston, Texas
Jacksonville, Fla.
Kansas City, Mo.
Long Island City, N. Y.
Los Angeles, Calif.
Minneapolis, Minn.
Philadelphia, Pa.
Pittsburgh, Pa.
Richmond, Va.
San Francisco, Calif.
Seattle, Wash.
St. Louis, Mo.

Graybar Electric Company, Inc.

Domestic Distributor: 420 Lexington Ave., New York
Offices and Warehouses in 108 Principal Cities

FCC Revamp

(Continued from page 23)

ensue apparently would be clarified.

- FCC staff members (except professional assistants of the Commissioners) would not be permitted to make recommendations to the Commission on disposition of "adjudication" cases in which hearings are held.

(This provision retains the intent of the McFarland bill to minimize staff authority with respect to cases in hearing. Its reference to "recommendations" in defining these functions, however, is designed to clarify Secs. 5 and 17 of the McFarland bill.)

- FCC would not be allowed to adopt "any rule or regulation of substance or procedure" that discriminates against persons "primarily" engaged in the publishing business. No application for a construction permit, station license, renewal, modification or transfer could be denied "solely" because of the newspapers' interests.

(There is no such provision in the McFarland bill. Early in its writing of communications legislation, the Senate Interstate & Foreign Commerce Committee threw out a similar provision when FCC made it known it did not believe such a law was necessary. FCC's stand was that promulgation of such a rule or regulation that was discriminatory against newspapers or any occupational business, civic or religious group, could be held unconstitutional.)

- To block any revival of the Avco Rule, the bill would make FCC proceed in cases of transfers as if the transferee were the only applicant for an original license or permit.

It was understood that the anti-newspaper rule bar was placed in the House version because of quiet campaigning in committee by newspaper interests [B•T, July 23, 1951].

(While it has been the long-standing policy of FCC to favor non-newspaper applicants where there is more than one applicant competing for a facility providing qualifications of all applicants are equal, FCC has never spelled this out in a rule or regulation. Thus, the effect of the House amendment, if retained in the bill, would be questionable.)

A section of the Communications Act retained by the House committee makes review by the U. S. Supreme Court in cases of license revocation or failure to renew a license discretionary (plaintiff must petition court for writ of *certiorari)*.

The McFarland bill would have granted such appeals as a matter of right. It was learned that representatives of the Supreme Court asked for the House committee revision.

In reporting the McFarland bill, which has been sponsored since 1949 by Senate Majority Leader Ernest McFarland (D-Ariz.), the House committee members spent 23 days in executive session.

This is an enviable tally for any committee whether studying communications or the foreign aid program.

Rep. Oren Harris (D-Ark.), ranking majority member of the committee, was charged with writing the report on S 658. When his work in directing the staff's compilation is completed, the bill will be placed on the House calendar, after the House Rules Committee clears it.

Once the House approves the measure (it could amend it at will on the floor), it will go to the Senate for approval. If the Senate passes the bill as is, although unlikely, the bill would go to the White House for President Truman's signature.

More likely, the Senate will disagree with the House amendments —for example, Sen. McFarland has staunchly favored the section on "double jeopardy" as written in his bill—and the upper chamber will ask for a joint conference.

What could happen in a Senate-House conference is conjecture. Action in clearing the bill would depend on (1) who are the conferees and (2) whether they can come to quick agreement.

Minimum of Conflict

Bills have been known to die a slow death in conference when the legislators can not see eye to eye. However, such a development is unlikely, authorities concede, because of a minimum of conflicting issues in the two versions.

When an agreement is reached in conference and a report written, the battle will be over. Since the McFarland bill is technical in nature, most likely both houses will accept the conference report in total. This would clear the bill for the President's signature and a new Communications Act will govern FCC's procedures in the regulation of the radio and television industry.

Reorganization of the Commission as provided for in the McFarland bill is also retained in the House version. Bulk of this recommendation is already a *fait accompli.*

A provision in the House bill retaining authorization for the FCC to divide itself into panels is considered to be a minor change.

Full text of the committee's explanation of its actions, follows:

The amendment strikes out everything after the enacting clause of the bill as passed by the Senate and inserts a substitute.

In many respects the amended bill is the same as the bill passed by the Senate. The more important differences, as well as the principal changes which the amended bill would make in the present law, may be summarized as follows:

The provisions of the Senate bill relating to the reorganization of the Commission have been retained substantially intact. These provisions constitute a statutory confirmation of the reorganization already effectuated by the Commission which divides the Commission staff into four functional bureaus (namely, the Broadcast Bureau, the Common Carrier Bureau, the Safety and Special Radio Services Bureau, and the Field Engineering and Monitoring Bureau) and four staff offices (Office of Chief Engineer, Office of General Counsel, Office of Chief Accountant, and the Office of Secretary). Each Commissioner would be provided with a professional assistant of his own choice.

The members of the Office of Opinion and Review (formerly known as the Office of Formal Hearing Assistants) as well as other employees of the Commission staff (except the professional assistants of the Commissioners) would be prohibited from making recommendations to the Commission with respect to the disposition of adjudication cases in which hearings are held (for example, cases involving the granting, renewal, or revocation of station licenses).

The provisions of the Communications Act authorizing the Commission to divide itself into panels which would have been eliminated by the Senate bill are retained in the amended bill.

The amended bill retains the Senate provision requiring the Commission to report to the Congress any case of an original application for a broadcast license, or renewal or transfer thereof, which has not been finally decided by the Commission within three months from the date of filing of the application, or six months wherever a hearing is required.

The amended bill provides several procedural safeguards not contained in the present law. Before the Commission may formally designate for hearing an application for a license (or a renewal thereof) or for a construction permit, it must notify the applicant and other known parties in interest of the grounds and reasons for the Commission's inability to grant the application without a hearing. The applicant must be given an opportunity to reply and the case may be set down for hearing by the Commission only after consideration of such reply.

The Commission must notify the applicant and all other known parties in interest of the grounds and reasons for setting an application down for hearing. Parties in interest, if any, whom the Commission fails to notify may file a petition for intervention.

In cases in which an application is granted by the Commission without a hearing, the grant remains subject to protest for a period of 30 days by any party in interest. After the Commission has satisfied itself that the allegations of fact set forth in the protest show that the protestant is a party in interest, the Commission must set the application down for hearing on the issues set forth in the protest.

With respect to the renewal of broadcasting licenses, the Committee amendment provides that such renewal shall be granted if the Commission finds that the public interest, convenience and necessity would be served thereby. The amendment also provides that the Commission shall not require an applicant for renewal to furnish any information previously furnished by such applicant or not directly material to the question of renewal. A special procedural provision contained in Sec. 13 of the Senate bill dealing with cases of renewal in which the Commission must hold hearings, has been eliminated. The present law provides that applications for renewal shall be governed by the same considerations and practice which affect the granting of original applications.

NATE S. SHAPERO (r), president and chairman of the board, Cunningham's Drug Stores, Detroit, which has sponsored more than 100,000 newscasts in the city since 1939, receives award for civic contribution from Louis C. Miriani, president of the Detroit Common Council.

The amended bill modifies the provisions of the Communications Act governing transfers of station licenses and construction permits by providing that the Commission shall, in cases of transfers, proceed as if the transferee was the only applicant for an original license or permit. The Commission must approve the transfer if it determines that the public interest is served thereby.

The amended bill does not change Sec. 311 of the Communications Act, which authorizes the Commission to refuse a license to persons who have been finally adjudged guilty by a federal court of unlawfully monopolizing radio communications. The Senate bill would have eliminated this authority from present law.

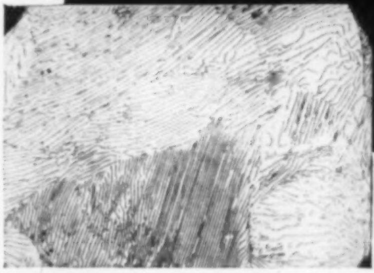
The amended bill gives the Commission power to issue cease and desist orders, to suspend licenses for not to exceed 90 days, and to levy fines up to $500 per day for violations of the Communications Act, Commission regulations, or treaties. The Commission's present power, under the Communications Act, to revoke licenses for similar offenses is limited by the amended bill so that it may be exercised only in case of violations which are willful or repeated. The Senate bill provides for the issuance of cease and desist order but does not contain the additional powers of suspending licenses or levying fines.

With respect to review by the Supreme Court in cases of license revocation or failure to renew a license, the amended bill retains the present law that such review is discretionary with the Supreme Court. The Senate bill would have granted such appeals as a matter of right.

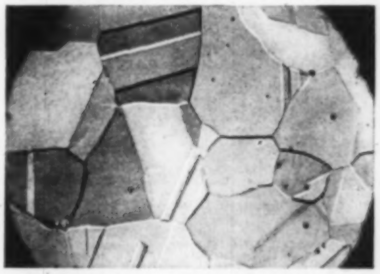
Finally, the amended bill prohibits the Commission from adopting any rule or regulation of substance or procedure which discriminates against any person based upon interest in, association with, or ownership of any medium primarily engaged in the gathering and dissemination of information. No application for a construction permit or station license (or for the renewal, modification, or transfer thereof) may be denied by the Commission solely because of any such interest, association, or ownership. No comparable provision is contained in the present law or in the Senate bill.

MEET A "MICRO-" SPACEMAN

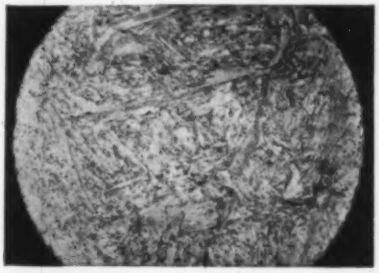
1. Let your imagination squeeze itself down to the infinitely small spaces within the crystals and molecules of steel. In that microscopic world, research men take advantage of the same laws that govern the stars and planets to manipulate atoms and molecules of a piece of steel. Their work makes steel harder, or tougher, or springier, or more resistant to heat, so that hundreds of variations in steel are available for everything from watch springs to steels that can "take it" in a tank gear.



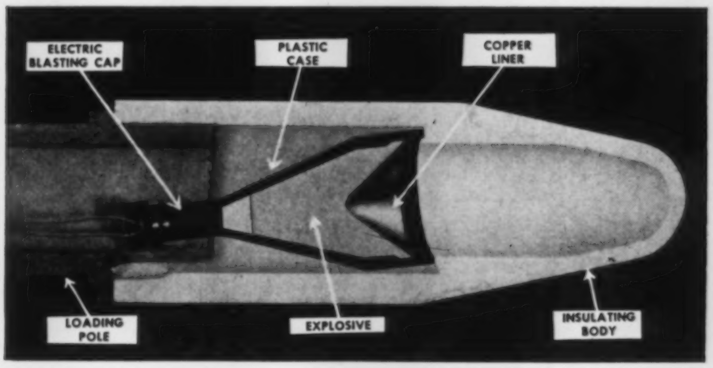
2. This is a slice of plain carbon steel under a microscope. Formation is typical of steels easy to machine.



3. Here is a micro-view of a highly alloyed steel in its toughest state.



4. Note what happens when steel is made very hard . . . Scientific controls give manufacturers the kind of steel they need.



5. This "Disintegrator" was developed by a team of steel and chemical researchers. It blows away the fire-clay plugs that seal open-hearth furnaces, keeps men out of danger and saves time.

6. There are more than 250 companies in the steel industry. The competition of these companies for business has created a large number of steel research laboratories. In these workshops for brains, several thousand scientists and technicians are constantly searching for better ways to control the characteristics of steel. The story of their work is told in a collection of reprints from STEELWAYS magazine with the title: "The Inquisitive Steelmen." Factual, informative, excellent for schools and discussion groups. Write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y., for free copy.

Based on the actual experiences of **MATT CVETIC** who for nine years posed as a communist for the F. B. I.!

"

BREAKING ALL RECORDS . . . . MAKING RADIO HISTORY . . . .

I W

"I want to commend and congratulate Ziv on this new show...the outstanding production of the H. W.

COMMU

"We feel that this show is a must for our station...it is a great public service!" Larry rd, C

FOR TH

EACH HALF-HOUR A COMPLETE EPISODE • TRANSCRIBED FOR LOCAL AND REGIO SPO

AS A

the ye H. W. Slavick, General Manager, WMC, Memphis, Tenn.

N.I.S.T.

Larry rd, Commercial Manager, WWL, New Orleans, La.

F.B.I."

STARRING

DANA ANDREWS

WHO *LIVES* THIS DYNAMIC ROLE!

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

EGIO SPONSORSHIP • WRITE, WIRE OR PHONE

editorial

Lost

AMONG the more fascinating reading we've always found in the daily papers is the classified advertising department, especially the Lost and Found ads which chronicle, in their abbreviated way, the little tragedies and triumphs of life.

Who knows what is in the brief case lost in the something-hundred blk. of Elm St., suit. rewd., sentimentl val.; or in the lady's ov'night bag, inadvertently left in lobby of Beltmore Hotel Sun. morn.?

While skimming through the Lost column of the *Washington Evening Star* one day last week, our eye caught upon this entry:

> **BRIEF CASE—Small zipper portfolio or brief case; name inside; return to CHR. PAUL WALKER, Federal Communications Commission. Reward. Executive 3620, Ext. 9, or Emerson 6655.**

One may only speculate as to what was inside. The tacitly-accepted code of privacy that obtains in the fraternity of those who place, read or answer classified ads forbids inquiry. Did the case contain state papers, the—heaven save us—working copy of the final television allocations report, a pack of treasured love letters, the Chairman's lunch? We must be content to wonder.

Out on the Limb

A STATION, which for the purposes of this editorial shall be nameless, last week reported with considerable glee the "success" of a promotion stunt which put its call letters and the name of one of its disc jockeys on every tongue within the sound of its signal.

The stunt also succeeded in:

Causing the arrest of the disc jockey.

Creating a "major traffic snarl."

Getting fans of the disc jockey ticketed for traffic violations.

And, we suspect, causing a great many sober-minded people to henceforth doubt announcements on that particular station and possibly to unconsciously, perhaps, question other news on other stations.

Briefly, what station spokesmen described as the "gag," involved a break into a regularly scheduled program with an urgent announcement that the disc jockey had disappeared along with a large amount of cash from the station's safe. Subsequently a mobile unit was sent in search of the man and "found" him in a tree throwing money to people below.

The police moved in, hustling the disc jockey to jail. The station then announced it was having difficulty raising the $100 bond which was required and asked listeners to loan the bond money. When listeners rushed to the police station they caused a traffic jam and were given traffic tickets. The station reported the bond oversubscribed and agreed to pay all parking tickets.

We are sure that there was no intention on the part of the station management to do anything but promote interest in their disc jockey. But the method they used was, to use the kindest word that comes to mind, irresponsible.

A broadcaster, any broadcaster, has a duty to his listeners. He must entertain and he must inform. Stunts like this, which deliberately misinform, do all radio a disservice.

Put Up or Shut Up

WE COULD not help but be dismayed at the information given to BROADCASTING • TELECASTING a week ago by Rep. Joseph W. Martin (R-Mass.), who has been a leader in the campaign to get radio and television re-admitted to House hearings.

Broadcasters, said Mr. Martin, "don't seem to be interested" in their own case. He thought it "remarkable" that broadcasters had taken their exclusion so lightly.

We think it "remarkable" too.

Remarkable and regrettable.

The thought immediately comes to mind: If the press were suddenly ousted from the House, would publishers and editors take it lightly? You can bet they would not. That would be one issue on which all shades of publishing opinion would come together.

The fact that publishers and editors would unanimously rise in outrage is taken so for granted that we doubt that any legislator would ever try to bar the press from Capitol Hill.

Quite obviously legislators entertain no such reservations about radio and television. Why?

Well, the answer is in Rep. Martin's statement.

If broadcasters "don't seem to be interested" when they are kicked out of hearings which other members of the public have complete freedom to attend, one can hardly imagine what kind of ill fortune *would* arouse their interest.

As long as they endure their exclusion without more protest than they so far have displayed, broadcasters cannot claim to deserve an equal place in the news media family.

To deserve an equal place is to accept the responsibility of both gathering and distributing news, a process that certainly cannot be adequately carried out by any medium that is denied access to the U. S. Congress.

If radio and television pretend to the high status of honest and purposeful news media, broadcasters must join the fight that so far has been conducted for them.

Elements of Impact

LONG overdue is a marshalling of radio's basic facts—an analytic story of the medium's impact on the nation, along with the traditional "who, what, when, why and how."

In all of the 32-year radio history this obvious and fundamental job has never been done in a comprehensive manner.

There have been, of course, helpful probings and dissections but no one has ever presented the whole story of radio advertising's place in the national economic and cultural picture. Hence the recent decision of the NARTB AM Committee to undertake a research project designed to round up the facts and make them available in usable form.

The fundamentals of advertising media have seldom been subjected to the cold, calculated analyses warranted by their prominence in the life of 150 million Americans. Even the older printed media can offer little documentary evidence, for example, of what happens to a periodical after it enters the home.

It's time broadcasters do something about their own medium, harrassed by competitive shooting from publication ranks as well as by the exaggerated claims about television's effect on radio listening. Perhaps NARTB's study, if properly supported, will produce long-awaited facts about radio's costs in relation to other media. Perhaps, too, it will yield helpful information on the secrets of successful radio advertising and suggest better management methods.

our respects to:

THOMAS CHAPMAN McCRAY

IF IT HAD not been for a five-dollar bet, Thomas Chapman McCray now might be president of the Old Timers Club of Travelers Insurance Co. instead of director of radio network operations for NBC Western Division in Hollywood.

Mr. McCray, who is Tom to his legion of friends, was an accident underwriter for Travelers in Hartford back in the early '20s when the insurance company decided to go into the radio business.

Like all Travelers' employes, he watched the approaching debut of WTIC there with keen interest. But despite the fact that he had studied voice for a few years, he had no thought of switching his budding career from insurance to the new medium of radio.

Even when the company sent a routine memorandum to all employes inviting them to audition for the new station, he didn't take it seriously or personally. Not until the fellow at the next desk dared him to request an audition and backed up the dare with a five-dollar bet.

Five dollars being worth five dollars in those days, Tom McCray took the bet. He has been in radio ever since.

As an old insurance man, he still thinks it's a good risk, television or no.

In the past 28 years, Mr. McCray has amassed a conspicuous number of "firsts." Among events in his career that he looks back upon with particular pride are: One of the first husband-and-wife programs on the air, in which he and Mrs. McCray were the talent; building of the NBC Hollywood program department into a major radio production unit; signing of Martin and Lewis for NBC when the two zanies were little known beyond confines of the night-club circuit, and giving Dave Garroway his first network break.

Mr. McCray was born in Hartford on April 18, 1901. His mother was a descendant of one of the city's founders. He made his home there until going to New York in the early '40s, except for one year as cashier of a Travelers' branch office in Camden, N. J., his first job.

He attended Hartford public schools and while in high school sang in the glee club and took part in musicals. His baritone voice, which was to be responsible for his eventually getting into radio, was an inheritance from his paternal grandfather, Calvin Curtis McCray, who had been a singer in the era preceding the Civil War.

The grandfather is still a legendary figure in the McCray family. He was a soloist in the Brooklyn church where Henry Ward Beecher

(Continued on page 69)

There's no such thing as an advertising medium that reaches **everybody.**

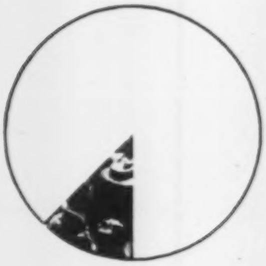
In the KYW coverage area, for example, 88% of the people **don't** see America's best-circulated magazine.

61% of the people **don't** see Philadelphia's biggest daily newspaper.

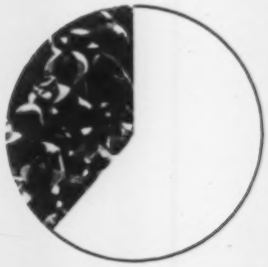
60% of the people **don't** have television sets.

And 4% of the people don't have radio receivers!

So.. the greatest possible coverage we can offer you on KYW is 96% of the market. But within this 96%, advertisers find a huge multitude of customers.. men, women and children who have a habit of tuning in to KYW day after day, week after week, year after year. For details, check KYW or Free & Peters.



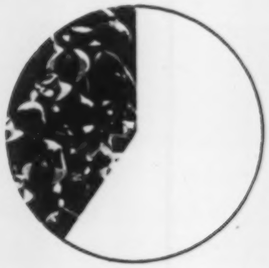
MAGAZINE—88% NOT REACHED
(Source: BAB compilation from published figs.)



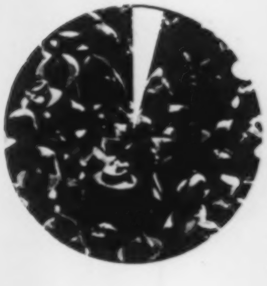
NEWSPAPER—61% NOT REACHED
(Source: Audit Bureau of Circulations)

a frank comparison

TELEVISION—60% NOT REACHED
(Source: Electrical Association of Phila.)



RADIO—4% NOT REACHED
(Source: U.S. Census figures adapted by Broadcasting-Telecasting)



PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

KYW

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO - AMERICA'S GREAT ADVERTISING MEDIUM

Repeat.. RADIO - AMERICA'S GREAT ADVERTISING MEDIUM

front office

ED HOLMES, part owner of KFDL Floydada, Tex., named general manager of Texan Plains Stations, newly formed three station sales package including KPAN Hereford and KVMC Colorado City in addition to KFDL. **WAYNE ROBISON** assumes station managership at KFDL.

JAMES L. KELEHAN, commercial manager at KIOA Des Moines, Iowa, named general manager succeeding **MARVIN L. ROSENE**, transferred to WLOL Minneapolis in same capacity [B•T, March 3].

HERB BAYLISS, sales service supervisor, Don Lee Broadcasting System, Hollywood, promoted to supervisor of general services. Succeeding him is **ED DOUGLAS Jr.**, sales service department.

C. L. DOTY, station manager of WJZ-AM-TV New York, to sales staff of Edward Petry & Co., that city.

THOMAS BOISE, KSFO San Francisco sales staff, joins local sales staff of KNBC, that city.

Mr. Irvine

JACK IRVINE, assistant manager, KOOS Coos Bay, Ore., to KULA Honolulu as account executive effective April 1.

WILLIAM J. FLYNN, sales staff, WEEK Peoria, Ill., appointed local sales manager.

K. E. MEEHAN, sales staff, WOSH Oshkosh, Wis., to WISN Milwaukee in same capacity.

R. C. LOCKMAN, account executive, KTTV (TV) Hollywood, to KECA-TV that city in similar capacity.

BILL BRUCE, program director, KGHF Pueblo, Col., moves to sales staff.

WALTER J. SMITH, KYW Philadelphia, traffic manager, promoted to sales staff, replaced by **RITA B. WHALEN.**

ROBERT BEAUCHEMIN, WTTH Port Huron, Mich., to sales staff, WHBF Rock Island, Ill.

GEORGE C. SHURDEN, former commercial manager of WTND Orangeburg, S. C., to WMFC Monroeville, Miss., as station manager.

JOSEPH H. McGILLVRA Inc., N. Y., appointed national representative for KATL Houston, Tex.

ALFRED W. WALTHALL, program director, WSVS Crewe, Va., named station manager at WJMA Orange, Va.

BURN-SMITH Co., N. Y., appointed national representative for WAAF-AM-FM Chicago.

JACK ROACH joins WKBZ-AM-FM Muskegon, Mich., as sales representative.

WILLIAM G. RAMBEAU Co., N. Y., named national sales representatives for WMMW Meriden, Conn.

GENO CIOE, Bolling Co., Chicago, to Headley-Reed, same city.

HEBER SMITH, KNBC San Francisco sales staff, moves to newly established post with NBC spot sales, that city.

PAUL La RIVIERE, commercial manager, KBIS Bakersfield, Calif., to KXO El Centro, Calif., in same capacity.

A. G. SEABROOK, commercial manager, CKCK Regina, to CJIB Vernon, B. C., in same capacity, replaced by **ROY M. MALONE**, account executive of CKCK.

JOHN OWEN, sales promotion manager, Whitney Publications Inc., N. Y., joins Edward Petry & Co., N. Y., as special presentation writer.

Personals . . .

NAYLOR ROGERS, executive vice president of Keystone Broadcasting System, Chicago, recuperating in Chicago Memorial Hospital from recent appendectomy. . . . **LESLIE C. JOHNSON**, vice president-general manager, WHBF-AM-TV Rock Island, Ill., appointed member of committee heading building campaign for city's YWCA. . . . **SYLVESTER L. WEAVER**, vice president of NBC New York, to speak at Advertising and Sales Executives Club of Montreal on March 19. . . . **GRAEME ZIMMER**, manager, WCAV Norfolk, Va., named chairman of city's Red Cross Council. . . . **ALAN C. TINDAL**, president, WSPR Springfield, Mass., discussed future of radio-TV in that area at last week's Rotary Club meeting. . . . **ROBERT H. WESSON**, national sales, program and promotion manager, KHQ Spokane, named one of three judges for 1952 Paul Bunyan Trophy Awards Contest of city's Chamber of Commerce.

WILLIAM M. SAVITT, president of WCCC Hartford, Conn., is chairman of 1952 Red Cross drive there. . . . . **LLOYD YODER**, general manager, KNBC San Francisco, elected to board of directors, S. F. Better Business Bureau. . . . **GENE KING**, director of European Radio, Mutual Security Agency, returning to U.S. for consultations in New York, Boston and Washington. . . . . **MARIANNA P. WOODSON**, engineer with Washington consulting firm of Kear & Kennedy, was married March 8 to Richard Cobb of Washington.

WORTH KRAMER (seated), station manager, WJR Detroit, looks with understandable pride at the Distinguished Service Citation awarded to WJR by the Freedoms Foundation [B•T, Feb. 25]. Station also received Medal of Honor for its *Know Your America* programs. Dale McIntyre (standing), WJR education director, accepted the award at Valley Forge ceremonies.

MUSIC TRUST FUND

Got $1,800,295 in '51

CONTRIBUTIONS to the Music Performance Trust Fund during 1951 totaled $1,800,295, with disbursements amounting to $1,629,988, according to the annual statement by Samuel R. Rosenbaum, trustee for the fund. Cash balance as of last Dec. 31 was $1,100,266.

The contributions came from 1,024 phonograph and 127 electrical transcription manufacturers. The trustee allocated $800,000 last Dec. 1 to be spent among the 654 geographical areas for music performances in the first half of 1952. This compares with $900,000 in the last half of 1951 and $700,000 in the first half. The annual report gives a detailed review of performances staged in Ohio during the first half of 1951 to illustrate the services provided under fund auspices.

New AFRS Series

ARMED Forces Radio Service, Hollywood, is inviting 2,500 radio stations in U. S., Alaska and Hawaii to record actual sounds and activities in each immediate vicinity for new radio series, *Way Back Home*. AFRS will then edit recordings and garner material into seven quarter-hour weekly programs for distribution to its overseas stations and hospital bedside networks.

HEARING RIGHTS

WJLK Again Refused

NEWSPAPER-owned WJLK Asbury Park, N. J., which last year won a court ruling specifying that the free press guarantees of the Constitution extend to radio, last week was engaged in another battle for rights on a parity with that of the printed press and is confident it will win again.

The station applied for and was refused permission to broadcast a New Jersey legislative committee's public hearing Thursday on a bill to legalize Bingo. Acting Gov. Harold W. Hannold said the request was the first of its type and that leaders of the legislature felt the subject needed more study before broadcasts of committee hearings could be permitted.

Officials of Asbury Park Press Inc., licensee of WJLK and publisher of the *Asbury Park Press*, issued this statement:

The officers of the legislature felt they need more time to study the request by WJLK for permission to broadcast a public hearing by a legislative committee and this we regard as reasonable. We do not, however, abandon the viewpoint set forth in the Asbury Park case, namely that radio is entitled to parity with the press in reporting the news, especially in matters involving the general welfare. We will await determination of a policy by the state of New Jersey, confident that the viewpoint expressed by Judge Schettino in the Asbury Park case will prevail.

In the Asbury Park case, WJLK appealed to Superior Court Judge C. Thomas Schettino and won the right to take its microphones into the city council chamber to broadcast a tax hearing, on the grounds that "free press" includes radio.

Officers Elected

STOCKHOLDERS of Broadcasting Co. of the South March 7 in Greenville, S. C., voted to re-elect all presently active officers and company directors and to add Charles A. Batson, company's TV director, to the board of directors. Mr. Batson, formerly NARTB TV director, supervises planning and preparation for television and is headquartered at WIS Columbia, S. C. B. Calhoun Hipp is president of the company which operates WIS as well as WSPA Spartanburg, S. C., and WIST Charlotte, N. C., and has video applications pending for Charlotte and Columbia.

ABOR POLICIES

Electronics, Radio-TV May Gain Benefits

OVERNMENT authorities have focused their attention on nation-wide anpower problems the past fortnight, with evidences that electronic anufacturers and broadcasters alike stand to benefit from a new "hard-ip" policy.

The policy touches on unemploy-ent or surplus labor conditions in y cities of the U. S. and stems om a study by the Office of De-nse Mobilization, the National oduction Authority and the Dept. Labor.

While manufacturers and radio-V broadcasters have been only inutely concerned until now, re-lts of these activities portend cisions bearing more directly on ture of plant facilities and con-ruction of radio and television ations.

New policy envisions special con-derations for the awarding of fense contracts to companies be-t with unemployment and the mmencement of construction for mmercial and industrial (radio-V station) building.

It is on this latter eventuality at NBC largely has based its ap-al for materials to build two new V studios at Burbank, Calif. •T, March 10]. The Defense oduction Administration, the twork noted, has designated the s Angeles area as "critical" and rmarked for special considera-n. Stressing its competitive tal-t fight with CBS, NBC claimed would suffer hardship not sus-ined by others in the industry, d introduced evidence showing at 10,000 skilled laborers are un-ployed in the Los Angeles area.

It was learned last week that PA will base second-quarter con-ruction decisions, expected mo-ntarily, on this factor of hard-ip areas to a large degree. This uld extend this special consid-ation to industrial classifications d emerge as a major factor in y materials grants made by NPA r the period starting April 1. ajor criterion still will be the materials requested and the requirement that the station or other project construction be already underway.

NPA, the operating arm of DPA, previously announced that it had approved all applications now on hand for new commercial construction projects in seven "employment hardship" areas—Los Angeles, New York, Boston, Washington, D. C., Portland, Ore., Seattle and San Francisco.

Those seven areas, NPA announced, are reportedly the "hardest hit" by lack of peacetime construction with no jump in defense building to take up the slack.

There also were recurring reports last week that DPA is evolving a policy for approving the start of major radio-TV and other industrial projects [B•T, March 3]. The policy would be launched after July 1, start of the third quarter, and permit initial planning for fall construction.

NPA Administrator Henry Fowler also announced Wednesday that hard-pressed, small consumer goods manufacturers would be granted sufficient materials to avert shutdowns.

The employment situation is perhaps less acute now in electronic-producing areas than it was six or nine months ago. Other industries —notably the automobile and textile—have been harder hit. Chief bottleneck for electronics lies in component parts and machine tools.

Hardship Factor

This hardship factor will be analyzed and "if giving special consideration to a specific area would have a major effect on the operation of the entire industry," hearings will be held, according to Defense Mobilizer Charles E. Wilson. Thus, if needed to sustain electronics production for the military, steps will be taken assuring that consumer goods makers-turned-defense producers will benefit from this policy.

The Labor Dept. has designated 27 "surplus manpower" areas with firms eligible for military orders despite any lower bids which could be obtained elsewhere. Defense Chief Wilson's Manpower Committee in ODM acts on the Labor Dept. designations and makes recommendations to DPA, the Defense Dept. and General Services Administration. This new policy has stirred some protest on Capitol Hill, principally from the Southern contingent.

Among such key areas are Detroit, Wilkes-Barre and Scranton, Pa., and Providence, R. I.

On All Accounts

(Continued from page 10)

sk man, Mr. Everett supervises unt Jemima cake mixes and uffets shredded wheat. The mixes onsor a segment of Garry Moore CBS-TV ("It has done a very e selling job") and Muffets is ing tested with two shows in ltoona, Du Bois and Johnstown,

Mr. Everett lives in suburban rlington Heights with his wife, e former Barbara Walker of inneapolis, and their daughters, izabeth, 10, and Ellen, 4. His other is Max Everett, partner in erett-McKinney, station repre-ntative firm.

He is a member of the Key and erchants and Manufacturers ubs as well as the Western Ad-rtising Golfers Assn., playing en-usiastically a couple of times ekly during the spring and sum-r months in the same foursome.

Advertisement

From where I sit
by Joe Marsh

Ed Got Red
In His Own "Hot Water"

Big Ed started a huge "Pay-Your-Bill" campaign last week and ended up with a slightly red face. Ed's been our Water Commissioner for ten years, and for ten years now he's been getting riled up over slow payments of bills.

So, he finally decided to do something drastic about it. Last week he sent out notices that if the slackers didn't pay up by Friday, he'd shut off their water.

Naturally, some *still* didn't square accounts. Ed ordered their water turned off, and 14 homes went without all week end—the Commissioner's among them. Seems Big Ed forgot to pay *his* bill!

From where I sit, Ed's mistake is one we all make at times. We are too quick to accuse other people while forgetting our own faults. Lots of us do it, for instance, over a difference in taste for a soft drink or a friendly glass of beer. Let's respect each other's preferences and we'll all stay out of "hot water."

Joe Marsh

Copyright, 1952, United States Brewers Foundation

CHURCH GROUPS

KCBQ Policy Stymied

KCBQ San Diego, Calif., is caught in the middle of a fight between two Protestant organizations, according to Charles E. Salik, KCBQ president. The organizations are the San Diego Council of Churches, using free public service time on KCBQ, and National Assn. of Evangelicals, advocate of commercial radio programming, he said.

Difficulty started in January when KCBQ cancelled its contract with the Southwest Baptist Laymen for a Sunday morning period. The commercial contract was inherited when he bought the station in 1948, Mr. Salik said, but he is enforcing a no-paid-religion policy established at that time.

Post Card Protest

Despite a post card protest running into the hundreds, and other pressures, the station has suffered no contract cancellations, according to Mr. Salik. He added that Graham H. Moore, KCBQ sales director, had been informed by Dr. Henry Hedricks, described as NAE western representative, that commercial accounts were being urged to cancel KCBQ contracts.

KCBQ recently decided to add morning and evening devotional programs in cooperation with the radio committee of the San Diego Council of Churches. First broadcasts in the series were scheduled March 17, with all faiths invited to participate.

The problem was discussed at a conference between NAE and station officials. Mr. Salik said NAE spokesmen argued a national movement is under way to restrict use of radio time by NAE ministers and churches. He added that NAE conceded it has had no organized group in San Diego. NAE is said to have turned down an offer of a free Sunday half-hour in which it would be stipulated that no pleas for money would be made.

Mr. Salik said he invited NAE members to participate in the new series of morning and evening devotionals but NAE insisted on having specific days of the week and separate identification. He quoted NAE officials as charging him with suppression of free speech. KCBQ tape-recorded its meeting with NAE.

NEWLY-ELECTED board members of the Oregon State Broadcasters Assn. [B•T, March 10] in the Eugene Hotel are (l to r) Ted Cooke, program manager, KOIN Portland, director; Chet Wheeler, general manager, KWIL Albany, director; Dick Brown (stooping), general manager of KPOJ Portland, director; Tom Becker, president of KNPT Newport, director; Bud Chandler, manager of KFLW Klamath Falls, president, and Joe Schertler, KEX Portland, secretary and auditor. Not present was S. W. McCready, new vice president, who is general manager of KUGN Eugene.

MORRIS & FCC

Declaims Inside Trac

REDUCTION of a $847,500 fine by FCC to $8,000 highlighted a portion of the testimony of Administration clean-up man Newbold Morris last week before the Senate Investigation subcommittee looking into surplus ship deals.

Mr. Morris told the subcommittee that four tankers, owned by United Tanker Corp., violated a section of the Communications Act which requires that FCC licensed radio operators of American citizenship be carried as part of the crew.

The Communications Act assesses a $500-per-day fine for each day that any American flag ship is at sea without such personnel. Each of the four tankers was at sea for a period ranging from 289 days for one to 543 days for another.

Mr. Morris is president of the China International Foundation Inc. United Tanker Corp. is a subsidiary of CIT. It was the latter company which bought the four tankers from a group headed by former Rep. Joseph E. Casey (D-Mass.). The group included the late Edward R. Stettinius Jr, former Secretary of State; Fleet Admiral William F. Halsey Jr., retired, and Julius C. Holmes, U.S. Minister to London.

Committee Probing

The permanent Senate Investigating Committee has been probing the methods by which the Casey group bought war surplus ships from the Maritime Commission and made $3,250,000 in profits on an investment of $101,000.

It was brought out during Mr. Morris' testimony that the four tankers carried oil to China a short two months before the Korean War broke out.

Mr. Morris is also a member of the law firm which represents both CIT and United Tanker.

Mr. Morris said he interceded with the FCC last year to help get the $847,500 fine reduced. He said the fine was reduced because of a conflict of law between two sections of the Act. He denied using any influence.

At FCC, a spokesman pointed out that fines in such cases were usually mitigated when proper explanations were made. In these cases, he said, the ships' owners stated the American crews had left the ships at the expiration of their contracts and that the ships' masters had gotten permission from U. S. counsels to hire foreign seaman—including foreign registered radio operators.

It was admitted that these totaled the highest fines in the history of the FCC.

SOUTHERN Calif. Adv. Agencies Assn., L. A., will hold second annual conference at Biltmore Hotel, Santa Barbara, April 25-26. Willard G. Gregory, president of Willard G. Gregory & Co., L. A., will preside.

SURPRISE CD TEST

Staged in New York

FIRST surprise civil defense test of emergency communications network—involving all AM, FM and TV stations in New York State—was held from 11:45 p.m. to midnight Wednesday.

Notified that the test would be held sometime during the week, the stations had 45-minutes' "standby" warning from local civil defense directors, but no other signal. With the alert, station engineers monitored the state C. D. frequency for further instructions. Thirty seconds before the test, its exact starting time was announced, and all stations were expected to cancel their scheduled programs for broadcast of a special message from Lt. Gen. Clarence R. Huebner, director of the state C. D. Commission.

Although there was no way of knowing immediately how successful the test had been, a spot check of radio and TV outlets in New York City indicated that most of them had met test requirements.

Gen. Huebner, who spoke from a secret control center outside New York City, stressed the importance of maintaining communications for defending civilians in emergency. Since this was the first alert, he said it could not be expected to be perfect, but that similar tests would follow.

WJKO

5,000 watts
Springfield, Mass.

announces
the appointment
of

national representatives

GILL-KEEFE and PERNA inc.

New York Chicago Los Angeles San Francisco

WCNT IS SOLD

Files for TV Ch. 2

PPLICATION to the FCC for V Channel 2 in Centralia, Ill., nd another for the transfer of his terests in WCNT-AM-FM Cenalia to the Southern Illinois roadcasting Corp. are being preared by George F. Isaac, presient of WCNT Inc. Sale price of e stations is $150,000, exclusive quick assets.

WCNT is a 1 kw daytime staon on 1210 kc.

Principal stockholders of Southrn Illinois Broadcasting Corp. are . W. Rodgers and his mother, race S. Rodgers, Cairo, Ill. The odgers own a group of theatres southern Illinois, Missouri and rkansas. Mr. Isaac will continue active management of the staons pending FCC approval of e transfer.

The WCNT television applicaon will call for a 5-kw GE transitter with a 5-bay antenna which ill give an effective radiated ower of approximately 30 kw. his is the only VHF channel at resent allocated to southern llinois.

Mr. Isaac is a veteran radio man ith some 25 years of experience. e expects to stay in radio and elevision. While his future plans re not firm it is understood he is onsidering the purchase of a network station in a major market. r. Isaac was formerly with WGN hicago, Lord & Thomas and CFL Chicago.

TIS THE DAY

For the Irish—and KWK

AITH and begorra, the saints reserve us, 'tis the day for the earin' o' the green—the Irish nd the shamrocks and shillelagh—nd for KWK St. Louis.

For 'tis today—March 17—that KWK also celebrates its 25th aniversary in the hallowed tradiions, when you have time, of St. Patrick and a fine broth of a lad, he late Thomas Patrick Convey who founded the station.

To point up the occasion, the *Globe-Democrat* outlet has devised n invitation gimmick calculated o call attention to a combination ocktails-buffet-music party. The novel invitation, sent to the trade, s signed by Robert T. Convey, son of the founder and KWK's president and general manager.

KWK has enjoyed steady growth since its founding at St. Louis' Chase Hotel. In 1936 it increased power to 5 kw daytime and added MBS affiliation, becoming exclusive Mutual affiliate in 1941. In 1949 KWK began day and night 5 kw operation and the St. Louis newspaper also acquired minority interest in the station. KWK filed an application for TV in February 1948. Station now is quartered in the *Globe-Democrat* Bldg. into which it moved three years ago.

The festivities will be limited to two groups of people—the Irish and those who wish they were.

Strictly Business

(Continued from page 18)

the magnificent sum of $6 a week.

Two years earlier he had started the first full page radio column in any Canadian newspaper on the former *Regina Daily Star*, on which he was a general news reporter. His newscasting and radio column were so successful that Harold Carson of Calgary, then an unknown radio promoter and forming what is now All-Canada Radio Facilities Ltd., offered Mr. McDermott a job at $25 a week. The latter turned it down—because, with radio and newspaper work, he was making $27.50 a week.

Mr. McDermott was born at Port Hope, Ontario, Feb. 24, 1908. His family moved to western Canada and he was educated at Regina. While still in high school he started reporting school activities, particularly sports, for daily newspapers.

He soon was earning more money on space rates than junior staff reporters on salary. So, within a short time, he had the distinction of being a paid staff reporter on a Regina daily while still going to high school. The paper found this to be more economical.

For some years after graduating from high school young Mr. McDermott toured North America on railway passes and reported for newspapers throughout Canada as well as in Chicago and New York. Then he went back to western Canada, rejoined the former *Regina Daily Star* and in 1938 transferred from the editorial staff to the advertising department.

Soon after he moved to Toronto where he joined Joseph Hershey McGillvra, who then was operating as a Canadian station representative.

In Radio Since

Since that time, Mr. McDermott has been continually in radio, moving from the Toronto office of the McGillvra organization to is New York office and in 1941 becoming manager of the Montreal office.

When Mr. McGillvra sold out the following year to Horace Stovin and William Wright, a Toronto station representation firm, Mr. McDermott went along with the deal as manager of the Montreal office.

In the summer of 1942 he took leave from commercial radio to join the Royal Canadian Air Force as first director of the radio branch of its public relations directorate. This wartime post took him to Europe, through the invasion and into occupied Germany until late in 1945 when he returned to Canada with rank of squadron-leader and rejoined Stovin & Co. as sales manager at the Toronto office.

During the next few years Mr. McDermott became well acquainted with selling operations of stations throughout Canada which Stovin & Co. represented in eastern Canada. He also saw the possibilities of Canadian advertising, especially for tourist trade, on American television stations.

He organized a television division in the Stovin firm and developed some of Canada's first television accounts to use U. S. TV stations. The advertising included some directed at Canadian audiences in southern Ontario, who have been tuning in American TV outlets for some years because there are no television stations as yet in Canada.

Last summer Mr. McDermott formed Radio & Television Sales Inc. to represent a growing group of French language network stations with CKVL Verdun as the key station.

In the wider field of broadcasting, Mr. McDermott has been busy for a number of years on the sales advisory committee of the Canadian Assn. of Broadcasters, as a member and now chairman of the radio advisory committee of the Ryerson Institute of Technology at Toronto, as a member and director of the Toronto Advertising and Sales Club and as an organizer of the Canadian Radio Station Representatives Assn.

In 1941 he married Elizabeth J. Bourget at Regina. The McDermotts now live in Toronto's suburban Oakville with their three children—Paul, 9, Patsy, 6, and Elise, 2.

When Mr. McDermott is not busy with radio broadcasting or taking pictures of his children, he finds time to be chairman of the Oakville Separate School Board and to be radio publicity chairman on various local community organizations. He is the only radio salesman with a membership in the Toronto Men's Press Club and is a member of the Canadian Military Institute and the Oakville Club.

NEW WQXR STUDIO

Features Latest Facilities

WQXR-AM-FM New York's newest and largest studio, permitting the stations for the first time to originate live programs from their own headquarters before an audience of some size, was to go into use yesterday (Sunday).

The new studio, with a seating capacity of 189, covers 3,000 sq. ft. and has a 20-by-30-foot stage, glass-enclosed control room, and is equipped with a motion picture projection room and a 12-by-12 movie screen.

The control room is equipped with a Collins console control board and a public address system utilizing 10 studio loud speakers. There are outlets for 28 microphones. Most of the equipment, spokesmen said, was custom built.

Construction of the studio has been under way since October. The firm of Shreve, Lamb & Harmon was the architect, working with WQXR Chief Engineer Louis J. Kleinklaus and the mechanical department of *The New York Times*, which owns the stations.

Bless Bess!
Those newly-weds stay home all the time listenin' to...
WCEN
Central Michigan's
NBC AFFILIATE
in Mt. Pleasant
now covering
211,000 people
57,300 radio homes
1000 watts day
500 watts night
the power-full time station
Paul Brandt, Owner
Stephen Cole, Station Mgr.
NBC
Affiliate March 1st

last-minute decisions

by these busy buyers can put a medium on or off the list

The advertiser has outlined the sales job; set approximate money limits.

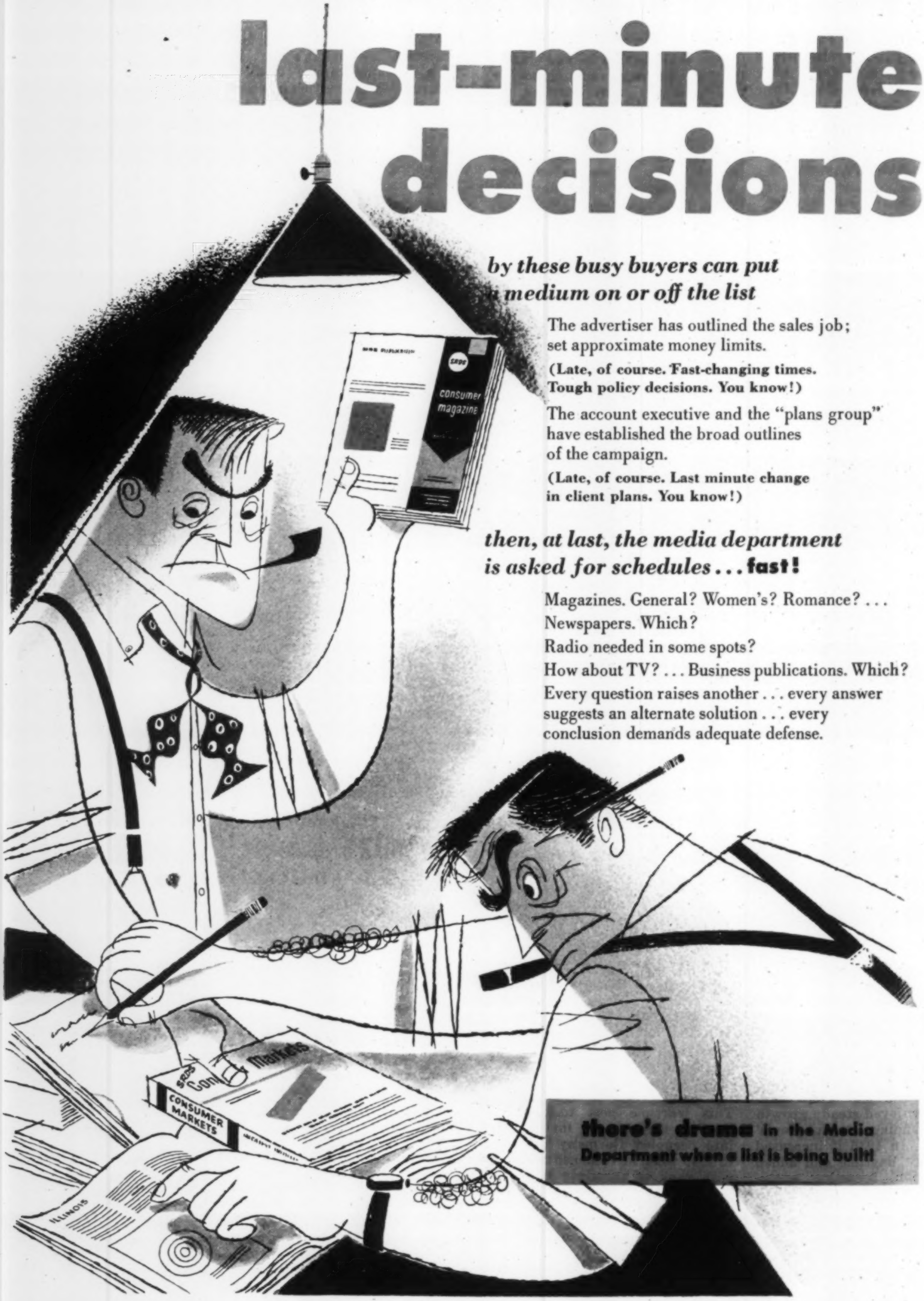
(Late, of course. Fast-changing times. Tough policy decisions. You know!)

The account executive and the "plans group" have established the broad outlines of the campaign.

(Late, of course. Last minute change in client plans. You know!)

then, at last, the media department is asked for schedules . . . **fast!**

Magazines. General? Women's? Romance? . . .
Newspapers. Which?
Radio needed in some spots?
How about TV? . . . Business publications. Which?
Every question raises another . . . every answer suggests an alternate solution . . . every conclusion demands adequate defense.



there's drama in the Media Department when a list is being built!

Out of this welter of activity the media men build a tentative program. Experience, supplemented by the calls of media representatives, helps them organize the broad outline. Facts and figures help them fill in the details. They have the tools of their trade close at hand; chief among them a set of Standard Rate & Data Service and CONSUMER MARKETS.

Note how the media men depend on and use these SRDS Services . . .

to study populations in sales territories
to check trends against client experience
to analyze coverage figures
to figure costs
to recommend specific publications; and/or stations
to list alternate selections

Much of this information comes from CONSUMER MARKETS. Much comes from the media listings in the separate SRDS books; data that has been painstakingly assembled by the SRDS staff; data that has to be accurate, reliable, and above all, *up to date*. These are the basic facts, uniformly arranged, uniformly presented.

but what about the media information that can't be standardized?

In the course of making their first eliminations—building their trial lists—the media department men need the fullest possible information about the things that make each publication or station different from its contemporaries—information that they cannot expect to find in the SRDS listing.

What is the comparative influence of these two papers in this market?

What kind of merchandising services does this station offer?

Which of these magazines carries the most food advertising?

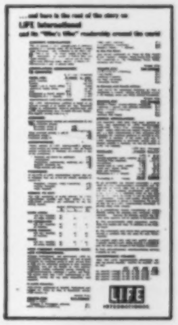
What is the nature of this business paper's particular readers—not by titles but by functions?

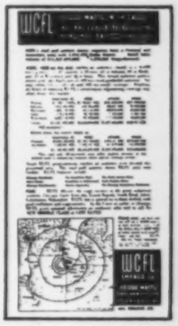
These, and dozens of questions like them, need answering, FAST. Seldom do the buyers have all the time they need to call in all the representatives they'd like to ask to dig out further information.

so, here's how Service-Ads help

Take a good hard look at the changes in Chicago
SUN TIMES
In Chicago, the SUN TIMES MOVES THE GOODS

MOTOR AGE
1950
MOTOR AGE
HEADQUARTERS





So, last year, approximately 1,050 publications, radio and TV stations supplemented the information in their regular listings in Standard Rate (and their markets' listings in CONSUMER MARKETS) with Service-Ads designed to remind buyers of the important *differences* about their media values that they've been registering through their promotion and their representatives' contacts. Thus they keep *wanted* information instantly available—on the spot—to help the media buyer when he's on the spot.

Helping buyers buy, helps sell space and time!

srds

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Botthof, Publisher
1740 RIDGE AVENUE • EVANSTON, ILLINOIS
SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A. B. C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

WSAZ

the

1ST

STATION

(HOOPER, 1951)

in the

1ST

URBANIZED

AREA

(1950-U. S. CENSUS)

in

WEST

VIRGINIA

- 930 KC
- 5000 WATTS DAY
- 1000 WATTS NITE

(NATIONAL REPRESENTATIVE)

THE

BRANHAM

COMPANY

WSAZ

Huntington, West Virginia

JAMES CO. ADV.

Expansion Announced

JAMES MFG. Co., Independence, Kan., has announced plans for a coordinated national advertising and sales program to be launched late this year for its James dishwasher.

Radio announcements, embodying the clipped accent of "James," an English butler, and a musical ditty, already are being used in some markets.

Filmed TV spots are in preparation at Alexander Film Co.'s Colorado Springs studios.

More than 40 leading department stores from coast-to-coast reportedly now handle the company's product. In addition, distributors have been set up in nearly all major markets throughout the country. The machine has been produced in assembly-line volume less than a year.

Stanley Silber, general sales manager for the James company, also announced the appointment of Galen E. Broyles Co., Denver and Colorado Springs, to handle advertising.

In all advertising, the symbol of "James" will be used.

Radio and TV spot plans are discussed by (l to r) Lewis A. James, inventor of James dishwasher; Mr. Silber, and C. E. Davis, assistant account executive, Galen E. Broyles Co.

AFFILIATES HONOR NBC

Tender Anniversary Plaque

COMMEMORATING NBC's 25th anniversary last November, a silver plaque was presented to President Joseph H. McConnell last Thursday by Jack Harris, general manager of KPRC Houston, who described it as "a spontaneous gesture" from all NBC radio and TV affiliates. Mr. Harris, chairman of the 1951 NBC Stations Planning and Advisory Committee, also presented personal gifts to Mr. McConnell and NBC Board Chairman Niles Trammell.

Text of the plaque: "In commemoration of the silver anniversary of the NBC, 1926-1951, its affiliated radio and television stations present this plaque, in recognition of NBC's outstanding leadership in the broadcasting arts and its distinguished service to the people of the U. S. and to the nation. Nov. 15, 1951."

WSB Promotes Radio

EXTENSIVE promotion folder plugging radio in general and WSB Atlanta, Ga., in particular, has been released by that station, which last week celebrated its 30th year on the air [B•T, March 10]. Copy features comments made by station personnel on programming and fundamentals of broadcasting. Also included in the brochure are sample courtesy spots and typical radio ads.

DIRECTORS of United Paramount Theatres have declared a dividend of 50 cents per share on outstanding common stock, payable April 18 to shareholders of record March 28.

ABC PROMOTES BLAIR

Named Eastern Prog. Dir.

Mr. Blair

LEONARD (Buzz) BLAIR, eastern production manager for the ABC radio network, was promoted last week to the new post of eastern program director of radio, effective today (Monday). The appointment was announced by Leonard Reeg, ABC vice president in charge of radio programs.

Mr. Blair currently is producer of *Cafe Istanbul* and *The Top Guy*. He joined ABC as associate radio producer in 1947 after serving with Regis Radio, package producer, from the time of his release from the Air Force with rank of major in 1946. He transferred to ABC-TV in 1949, serving as director until the following year when he moved to Chicago as program director of ABC Central Division. He subsequently was named eastern production manager for the radio network, returning to New York.

'Gag Rule' Award

AWARD for alerting broadcasters and publishers to dangers of the Baltimore "gag rule," forbidding broadcast or publication of news about crimes following an indictment and before trial, was given to Phillip J. Austensen, *Washington Post*, by Montgomery County (Md.) Press Assn. Presentation was by Joseph L. Brechner, WGAY Silver Spring, Md., chairman of the association's special awards committee. Ernie Tannen, WGAY, is president of the association. Citation of radio stations under the rule and their contempt conviction led to an appeal in which the convictions were reversed and the rule declared void.

SOUTHERN Calif. Broadcasters Assn., Hollywood, will be host at second annual Broadcast Music Inc. clinic at Roosevelt Hotel, that city, April 29.

FREEZER-FOOD PLAN

Booms With Radio, TV

IN a little more than two weeks of advertising, Producers Wholesale Food Co., Chicago, has increased its weekly radio and TV budget from less than $2,000 to $5,000. The company, in a unique offer, sells the housewife a brand-name home freezer at the regular retail price and frozen food products of all kinds at wholesale prices.

Radio and TV announcements and shows, now on WBKB (TV) WGN-TV WIND WCFL WAIT and WJJD, all Chicago, stress that the housewife can save enough on food in 15 to 18 months to completely pay for the freezer. Brands are International Harvester, Crosley and Amana, with Regulation W applying on all purchases so that the down payment is 15% cash with the remainder payable in 18 months.

Six-months supply of frozen foods of top-quality can also be purchased on time, with both financed at low interest rates through a bank, said Art Holland, owner of Malcolm-Howard Agency, Chicago, which took over the account three weeks ago. He figures the average family, which spends $1,800 yearly on food, can save from $400 to $600 yearly in purchase of frozen meats, poultry, fish, vegetables, juices and fruits at wholesale prices.

Mr. Holland sees no leveling-off of the advertising campaign because of the rapid growth and large response in just a fortnight. He expects to buy on other Chicago radio and TV stations, and to expand the advertising into nearby cities.

GILBERT KINNEY

JWT Executive Dies

GILBERT KINNEY, 67, senior vice president and a director of J. Walter Thompson Co., New York, died March 12 at his home in New York aften an illness of three weeks.

A native of New Haven, Conn., and a Yale graduate, Mr. Kinney began working for the Thompson agency in 1905 as an office assistant. He resigned two years later to take over the vice presidency of Paul Block Inc., but returned to JWT in 1917 as vice president and treasurer.

He was a director and former chairman of the American Assn. of Advertising Agencies and director of the Scott Paper Co., National Outdoor Adv. Bureau, New York Horticultural Society, Assn. for the Aid of Crippled Children, and Gramercy Boys Club.

Surviving are his wife, Mrs. Anna Hart Jackson Kinney; a son, Gilbert Hart Kinney; two stepsons, and a stepdaughter.

JON ARTHUR, star of ABC's *No School Today* and *Big Jon and Sparkie*, is saluted with a picture story in the March issue of *Redbook* magazine.

WFIL HITS 30TH

Airs Special Shows

WFIL Philadelphia marks its 0th anniversary today (Monday). pecial programs will commemo- te the day in 1922 when the sta- on first went on the air, and will view its progress since then.

At the same time, WFIL's local dio sales manager, Harold Sim- ds, will observe his own 30th niversary as an employe of the ation. His radio career began on arch 17, 1922, when he sang as member of the male quartet on e initial broadcast of WFI, fore- nner of WFIL. Since that time, has served as announcer, script riter, program supervisor, news- ster, sports commentator and lesman.

Other WFIL staff members who ve compiled a record of service ith the station are Engineering pervisor Jack Schantz, 25 years; levision Salesman Max Solomon, years, General Manager Roger . Clipp, 17 years, and Chief En- neer Louis E. Littlejohn, 16 ars.

The average length of service of e station's executive and super- sory personnel is 11 years.

The WFIL-TV building in West iladelphia was the first structure er built in this country specifi- lly for television operations, the ation claims.

The station claims its televised wsreel was the first daily motion- cture newsreel in television and e first TV news program ever to in the National Headliners Club ard.

WFIL-TV was the first affiliated ation to join ABC television net- ork and was the first to originate sponsored program for that net- ork.

TIMES'-KIRO PACT

Plan Joint Promotion

HE SEATTLE *Times*, afternoon d Sunday newspaper, and KIRO, atle affiliate of CBS, "have en- red a contract for joint public rvice," according to Saul Haas, esident of the station.

"It is my hope that all will be ble to make a contribution to this w joint venture with such great ssibilities for good," Mr. Haas id in a statement to the KIRO aff announcing the agreement.

First cooperative venture follow- g the agreement was the broad- sting of Seattle city election re- rns direct from the Times news- om over KIRO last Tuesday ght. The results were reported Carroll Foster, public affairs di- ector of the station, and inter- reted by Ross Cunningham, as- ciate editor of the *Times*.

TERNATIONAL magazine *United ations World* has placed 26 one- inute transcribed spot announce- ents on five stations of Inter-Colle- ate Broadcasting System through homas F. Clark Co.

YOU don't have to don a rabbit suit to make sales presentations, but apparently it helps—at least for Easter. That is what Jolly Jack Robel (l) salesman at WPAM Pottsville, Pa., did in response to a gag by Broadcast Advertising Bureau. As a result, BAB sent him 50 pounds of carrots, presented by WPAM General Manager Lou Murray (r). In distributing sales idea bulletins to members, BAB quipped it would toss a whole bushel of carrots to the first salesman who donned a rabbit suit to make an Easter presentation. In rabbit time, WPAM sent the bureau a photo of Jolly Jack.

milestones . . .

► WMBD Peoria, which in February 1927 began operations in a private home, is celebrating its 25th anniversary. In that quarter-century, WMBD has grown from an original 500 w station "with sporadic programming" to its present position as a 5-kw CBS affiliate. Charles C. Caley is vice president and general manager. The station now has an FM affiliate, WMBD-FM. Free & Peters is national representative.

► CFRB Toronto, Ontario, which claims to be the world's first batteryless radio station, celebrated its 25th anniversary last month.

► AS a tribute to their record for continuous daily broadcasts on one station, 68 radio outlets in 31 states joined in the 18th anniversary program for Johnnie Lee Wills and his western band at KVOO Tulsa, Okla. Program represented their 3,000-plus appearance before a KVOO microphone since they began their show in 1934. William B. Way, KVOO general manager, also paid tribute to Mr. Wills, his manager, O. W. Mayo and the band. Those stations joining in the salute currently feature Mr. Wills' daily transcribed broadcasts under sponsorship of General Mills, Minneapolis.

► NBC-TV's *Original Amateur Hour* will mark its 900th telecast with its regularly scheduled program March 18. Program will observe its fifth year on TV and 18th on radio. Ted Mack, who first became associated with the *Original Amateur Hour* 17 years ago when it was conducted by the late Major Bowes, is m.c.

WIP BIRTHDAY

Started March 16, 1922

WIP Philadelphia is celebrating its 30th birthday.

WIP went on the air March 16, 1922, sharing time jointly with WFAN, then owned by the Levy brothers of CBS, operating on 1 kw daytime and 500 w night. In the early 1930s under the presidency of Benedict Gimbel, Jr., the WFAN interests were absorbed by Gimbel Bros. and WIP operated full time on 610 kc.

Many of WIP's current sponsors have been with the station 10 to 15 years. One celebrates its 21st anniversary with the station this year.

WIP claims to be the first station to broadcast a description of a football game; the initiator of the original kiddies programs, known as *Dream Daddy* and the *Uncle WIP Show*. In 1922 the station presented the first remote broadcast of a dance band, Charlie Kerr and his orchestra.

In 1923, grand opera was broadcast by WIP when it aired the complete "Aida" from the Metropolitan Opera House.

Mr. Gimbel put WIP on a 24-hour-a-day operation in 1938, Philadelphia's first station to operate all night.

Looking ahead, Mr. Gimbel said, "It's been an exciting 30 years. The next 30 are going to be more exciting. Many people have been depreciating radio and its effectiveness. We at WIP feel differently. The year just past showed an increase of 26% in local billing over the year before—the highest in the 30 years of WIP's existence."

SCOTT PROTEST

Draws CBC Comment

CANADIAN Broadcasting Corp. officials, commenting on the action of Robert Harold Scott of Palo Alto, Calif., asking the FCC to close down ABC-owned stations because they carried a CBC network play allegedly offensive to non-believers [B•T, March 10], stated the play was based on an *Ellery Queen Magazine* story, "The Trial of John Nobody," by H. A. V. Carr.

CBC pointed out that the play was fiction and not an expression of opinion as claimed by Mr. Scott. The officials stated they are criticized sometimes for attacks on religion, but this is the first time they have been criticized for attacking atheism.

Mr. Scott, a professed atheist, asked that the FCC punish ABC by suspending its owned-stations' licenses for a temporary period because the network refused to give him time to answer what he called anti-atheist propaganda. The play, *Blasphemy*, was a CBC origination last November and was broadcast over the ABC network in this country. ABC is expected to answer the complaint shortly.

Why WFBR is
BIG
in Baltimore

NO. 2 OF A SERIES
MORNING in MARYLAND

This is the top morning show in the Baltimore area. It got that way by offering what listeners want . . . warmth and a friendly spirit in the morning, plus music, news, weather and birthdays judiciously sprinkled throughout.

The audience loyalty to this show is something to warm the cockles of a sponsor's heart.

Ask your John Blair man or contact any account executive of. . .

ABC BASIC NETWORK
WFBR
5000 WATTS IN BALTIMORE MD

air-casters

RICHARD L. STAHLBERGER, ABC director of advertising and promotion for owned and operated stations, to WCBS New York as assistant to **DON FOLEY,** advertising and and sales promotion manager.

NORMAN FRANK, CBS Radio producer on special events, promoted to program supervisor in network program department.

Mr. Frank

ED HERLIHY, NBC announcer-commentator, to address convention of Industrial Marketers of New Jersey, in Newark, on "Marketing Via TV" on March 18.

JOHN WILKOFF, Broadcast Advertising Bureau, N. Y., executive staff, to NBC's Co-op Sales Dept. as promotion manager.

CLAUDE TAYLOR, disc jockey, WIVY Jacksonville, Fla., to WMBR that city in same capacity.

CLAIRE MILLER, KBIZ Ottumwa, Iowa, to KOEL Oelwein, Iowa, as continuity director.

E. D. CONVILLE, announcer-newscaster of CJOC Lethbridge, appointed promotion director.

GORDON L. SMITH appointed business manager of television training institute divison, Northwest Broadcasting School, Portland, Ore.

CPL. NORMAN WEINSTOCK, former announcer at WHAY New Britain, Conn., transferred to Far East Command with U. S. Army.

LILES OLSEN joins announcing staff of WKBZ-AM-FM Muskegon, Mich.

HOWARD S. KEEFE, promotion manager, WSPR Springfield, Mass., appointed to the city's Centennial Celebration Committee as chairman of publicity subcommittee.

FRANK RUSHTON named film editor at WAGA-TV Atlanta, Ga.

KATHLEEN LOCKHART, N. Y. radio-TV actress, assigned role in MGM feature film, *Plymouth Adventure.*

N. C. MILWEE, WVJS-AM-FM Owensboro, Ky., appointed assistant program director.

W. HOWARD PARSONS, *Erie Times,* to WICU (TV) Erie, Pa., as public relations and promotion manager.

MATT GOUKAS, sports director, WPEN Philadelphia, awarded plaque naming him city's outstanding basketball announcer. Award was presented by **JOHN FACENDA,** WIP Philadelphia newscaster.

Mr. Goukas

BOB WOLFF, WWDC Washington sportcaster, in Orlando, Fla., for on-the-spot interviews with Washington Senators' players in training there.

HARRY MITCHELL, disc m.c., KCBQ San Diego, Calif., elevated to announcer-producer.

LEO Y. WILSON returns to WHOP-AM-FM Hopkinsville, Ky., as director of sports and special events after serving 16 months with U S. Navy.

MADGE DALZELL, WIBC Indianapolis continuity director, to WHFM-AM-FM Benton Harbor, Mich., as promotion director.

Miss Dalzell

GLORIA BIZARI, production department, KNBH (TV) Hollywood, joins Hollywood headquarters staff of KBIG Avalon, Calif.

TOM CARLISLE, announcer, WLCK Campbellville, Ky., to WROL Knoxville, Tenn., in same capacity.

ELIZABETH COLCLOUGH, program director for ABC's *America's Town Meeting,* appointed to program development division, Voice of America.

DON TARBELL, usher at KNX Hollywood, promoted to assistant in sales promotion department.

WILLIAM FROUG, director of program writing, Columbia Pacific Network and KNX Hollywood, to conduct 12-week course in radio writing at U. of Calif. extension, L. A.

ROBERT C. FURMAN, D'Arcy Adv. Co., St. Louis, to WHAS-TV Louisville, Ky., on production staff.

Mr. Furman

DON L. PIERCE, program director, WRRF Washington, N. C., appointed Beautfort County chairman for Easter Seal Sales campaign there.

HARVEY OLSON, program manager, WDRC Hartford, named one of several judges for scholastic writing awards sponsored by Hartford *Courant* "Parade of Youth."

CHUCK BEDNARIK, U. of Pennsylvania all-American, to WGPA Bethlehem, Pa., as parttime disc jockey.

Mr. Bednarik

HAL MOON named program director at KGHF Pueblo, Col.

NORMAN TESKA, KOA Denver, joins KGHF as chief announcer.

BILL WRIGHT, WSGN Birmingham, Ala., to WPIN St. Petersburg, Fla., as announcer-disc jockey.

NANCY READ, director of traffic and continuity, KCBQ San Diego, Calif., resigns to be married.

LLOYD H. GAYNES, former producer-director, WTVJ (TV) Miami, receives commission March 21 from Air Force Officers Candidate School, San Antonio.

KEY HOWARD, singing star, KCBS San Francisco, and Jo Anne Hansen, Provo, Utah, announce their engagement.

DAVE MELTON, chief annou KOEL Oelwein, Iowa, father of bo Guy Allen, March 1.

EVERETT TOMLINSON, program e ecutive, Columbia Pacific Network a KNX Hollywood, father of bo March 9.

News • • •

JOHN HALVERSON, program ma ager, American Forces Network Berlin and Bremen, Germany, KCBQ San Diego, Calif., as news di

DONALD BRUCE, WIRE Indianapol newscaster, presented distinguish service award by Junior Chamber Commerce for civic contributions du ing 1951.

HARRY CASE, newscaster, WO Worcester, Mass., and Barbara Farn worth were married March 8.

ROGER THOMPSON, WSUI Io City, Iowa, to news staff of WH Rock Island, Ill. **HARVEY HE STROM,** KWWL Waterloo, Iowa, joi WHBF announcing staff.

BRUCE BARRINGTON, news edito KXOK St. Louis, to address luncheo meeting of Communications Worksho March 29 at McKendree College, Le anon, Ill.

BEVERAGE ADV.

Wine, Beer Spending In Radio-TV Given

WINE industry in the U. S. spent an estimated $1,789,000 on TV advertising and $158,000 on radio advertising in 1951.

These figures, giving specific breakdown for wine spending, and others, presenting a more general analysis of beer and alcoholic advertising expenditures, are included in the release last week of hearings held in the Senate on S 2444, the bill to ban liquor advertisements on radio-TV [CLOSED CIRCUIT, Feb. 18].

Hearings were held on the Johnson-Case legislation by the Senate Interstate & Foreign Commerce Committee Jan. 30-31 and Feb. 6-7 [B•T, Feb. 11, 4]. The committee has not yet taken up the bill but it is understood the members have been waiting for the printing of hearings before considering action.

Wine Spending

Wine estimate, submitted by the Wine Institute's San Francisco office, showed $2,487,000 spent by the industry for magazines, $2,500,000 for newspapers and more than $500,000 for outdoor advertising.

Estimated advertising expenditures by the beer industry for 1951 showed 360 breweries operating that year to have spent "an average of $1.15 per barrel to sell approximately 83.7 million barrels of beer. This amounts to about one-third of a cent per bottle." Figures were supplied the committee by the U. S. Brewers Foundation. No breakdown on media was given.

For liquor advertising expenditures, the Distilled Spirits Institute Inc. supplied the committee with an overall figure showing $46.1 million in 1950. This spending was in newspaper and magazine advertising. The institute added that "final figures for 1951 are not yet available, but indications are that when the final figures are in, there will be some small increase over 1950."

Total beer, wine and liquor industry advertising expenditure in 1950 came to $76,241,381, the Assn. of National Advertisers (ANA) told the committee. "This total amounts to an increase of about 7% for this industry's expenditure in 1949 according to the same published sources (Publishers Information Bureau and the bureau of advertising of the American Publishers Assn.)," the ANA said.

At the same time, revenue dollars raised in taxes by federal, state and local levies were presented to the committee. Revenue from alcoholic beverages in 1950 totalled $3,261,417,440; from distilled spirits, $2.23 billion.

U. OF ILL. SCRIPT CONTES

Three $500 Prizes Offer

ANNOUNCEMENT of the openi of the Payne competition for wri ers of educational radio program was made last week by Robert Hudson, director, U. of Illino broadcasting.

Contest offers three $500 priz for scripts on health, internation relations and community actio Both professional and amate writers are invited to subm scripts for 15-minute programs one of the fields, plus outlines f three additional programs in th field. Winner in each category w be expected to complete his outlin for a series of four broadcasts, be aired by the university station WILL and WIUC (FM) Urban Entry blanks may be obtained fro Mr. Hudson at U. of Illinois, U bana.

Lamb Trust Fund

EDWARD LAMB, broadcaste publisher, last week announced h has set up a trust fund for bus ness administration students Gannon College, Erie, Pa. M Lamb's announcement followed a proval by the college's board control. The fund will be admini tered by the students with the a vice of Erie businessmen and faculty advisor. An initial gift $2,500 is contemplated to begin t fund. Mr. Lamb reportedly pla to place additional sums in t trust during each of the next fi years. The money will belong the college. In addition to bei publisher of the *Erie Dispatch,* M Lamb owns WICU (TV) there well as WTVN (TV) Columbu WTOD Toledo and WHOO-AM FM Orlando, Fla.

Our Respects To

(Continued from page 58)

ached his fire-eating anti- very sermons and where, on one asion, he auctioned off a slave to congregation.

During the year that young Mr. Cray was in Camden, he took kly trips to Philadelphia to dy voice. When he went home week-ends, however, he spent as ch time as possible with another iring singer, Dorothy Baldwin, ose father was superintendent of sic for Hartford schools.

Their duets proved so harmoni- that they were married on June 1923. By that time, Mr. Mc- y was back in Hartford working an accident underwriter and er suspecting that a five-dollar was soon to change his career. The audition which won Mr. Mc- y the bet also won him a job as TIC parttime announcer. He tinued in the insurance business a year but gave it up for good en WTIC offered him a fulltime t as singing announcer, without ich no self-respecting station complete in those days.

horough Radio Understanding

adio has been his life ever since he constantly amazes asso- es with his grasp of the many, r-changing facets of the busi- s.

In the Western Division of NBC, ere stations often feel that they far-flung outposts whose pe- iar problems are not compre- ded by the network's New York dquarters, Tom McCray has ved to be an easterner who not y knows that a three-hour time erential can affect a station's gramming, but is often one p ahead of everyone else in anticipating problems and what can be done about them.

This know-how came over the years. By 1926, Mr. and Mrs. McCray were doing their pioneer husband-and-wife show on WTIC—the same sort of song and chatter which was later to be the stock in trade of Frank Crumit and Julia Sanderson and many others who have brightened daytime radio.

Mrs. McCray also was the original Ma Parker of *Seth Parker's Singing School*, a WTIC program which later went to NBC as *Sunday Night at Seth Parker's*. She retired from radio when she became too busy with duties at home, including two young McCrays—Alden, now 28, and Kent, now 24.

By 1929, Mr. McCray was WTIC assistant manager. He continued in that capacity until early 1943 when he went to New York to join the Office of Censorship's International Division. A year later he was made NBC eastern program manager. In another year he became national program manager for the network.

Program Strengthening

In this capacity he was faced with the task of filling holes left in the network's program schedule by CBS "raids." Under his direction, the NBC program department became a top-notch creative organization, which, for the first time since the early days of the network, built its own commercial programs with outstanding stars and audience-attracting formats.

In addition to Martin and Lewis, these include *The Halls of Ivy*, starring Mr. and Mrs. Ronald Colman; *Dragnet; Night Beat*, starring Frank Lovejoy; *Dangerous Assignment*, starring Brian Donlevy; *Radio City Playhouse* and *Living* series.

During his regime as national program manager, NBC received more awards for public service programming than it had ever before.

Since Tom McCray more than any other person was responsible for making the NBC Hollywood program department a production center for new program ideas, it was only natural that he was sent to the West Coast in 1950 to head up the radio network operations in that city.

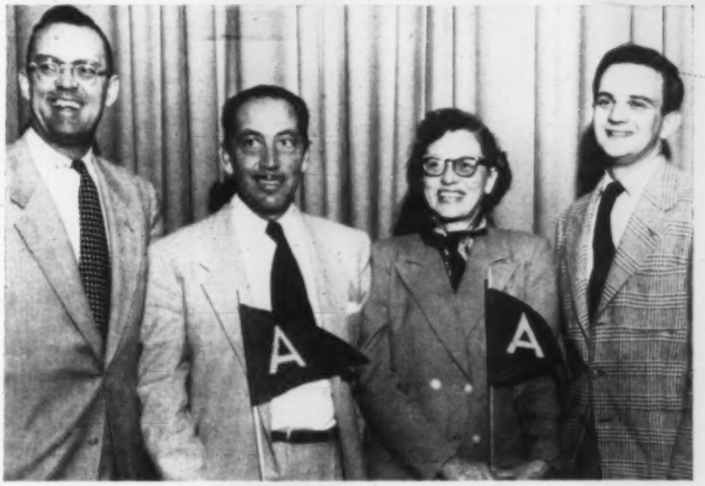
Although still loyal to the East in such matters as wearing a hat as well as coat and trousers which match, he has become a loyal Californian in his two years in Hollywood. The McCrays make their home in Hollywood proper, just a five minute ride from NBC Radio City.

Paints in Spare Time

Despite the fact that he works long and hard at the many details of his job, he still finds time to paint. His oils have appeared in a number of exhibits. He is also a member of the Bel-Air Country Club but his golf game, which he characterizes as "awful," is not a major hobby.

Mr. McCray's youthful baritone is no longer exercised, not even in the privacy of his shower, but his early love of music continues. Last winter's meetings of an informal musical group which he joined developed into an NBC Western Network series called *Music for the Tired Businessman*.

In addition to Bel-Air Country Club, he has membership in Radio Pioneers, Hollywood Advertising Club, Toastmasters Club and newly formed Hollywood Radio Executives Club.



"A" STANDS for advertising awards on pennants held by Bart Sinclair, vice president of Santa Barbara Mutual Bldg. and Loan Assn., and Mrs. Jane Hoskins, owner, El Ranchito Drive-In. They were winners in radio division of Advertising Awards presented during a luncheon by the Santa Barbara (Calif.) Advertising & Merchandising Club. L to r are Al Albinger, KTMS manager; Mr. Sinclair, who accepted honors for his firm's sponsorship (ABC radio co-op on KTMS) of *America's Town Meeting of the Air* (institutional); Mrs. Hoskins, for her series of rhymed announcements over KTMS (radio merchandising), and Cliff Badger, continuity and promotion manager of KTMS. Third award in radio division went to KIST for Canada Dry Bottling Co.'s sponsorship of *Uncle Al*, children's program (public service). Presentation was part of Advertising Recognition Week, annual promotion sponsored in 11 western states by The Adv. Assn. of the West.

ANSAS WOMAN'

KFBI Awards Winner

S. HATTIE STARKEY, found- and teacher of the Starkey ool for Handicapped Children, winner this year of KFBI Wich- 's annual "Kansas Woman of the ar" contest. Mrs. Starkey was ected because of her work in ing mentally retarded young- rs.

During a broadcast in KFBI dios, Mrs. Starkey was pre- ted with an engraved loving , an orchid corsage, a bouquet red roses and a tape recorder to ist her in correcting children's ech. Broadcast was held during man's *Page of the Air*, con- cted by Marie MacDonald, BI's director of women's activ- s. Hale Bondurant, station nager, and George E. Wells, gram director, presented Mrs. rkey with her awards.

The contest is sponsored each r with listeners of *Woman's* e urged to write letters of nom- tion. Mrs. Starkey, according to BI, will be saluted as "woman the week" by Don McNeill on *Breakfast Club* (ABC) April

Central Ohio "Goes Steady" with WBNS

Here's a romance all Central Ohio eavesdrops on regularly. WBNS Radio has a steady date every time listeners turn on their radios.

Smart sponsors are cashing in on WBNS' hold on listeners' affections. A lot of wooing went into the winning and now it's paying off... In the September-October Hooper, WBNS led every other station in *every rated period* with the twenty top listening stops: WBNS has a wealth of locally-loved personalities with immense followings: (4663 responses to just 3 one-minute spots) . . . listeners stay tuned, program after program; WBNS reaches an audience that spends over $1 Billion annually.

ASK JOHN BLAIR

WBNS RADIO
PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS OUTLET

Some valuable time available.
Write or contact John Blair.

COLUMBUS
WBNS

30 Years
of
Fitting a Medium
to a Market

WSYRACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

●

Write, Wire, Phone
or
Ask Headley-Reed

Top Network Posts

(Continued from page 25)

rate formula was proposed.

One of the best-known figures in the industry, he is general manager of the *Detroit News* WWJ-AM-FM TV, having raised WWJ to a high level of success and pioneered in TV.

Announcing his affiliation with the network, NBC President Joseph H. McConnell said: "We are extremely fortunate in being able to induce Harry Bannister to join our network organization. As a successful station operator for more than 20 years, as a director of the NAB, as a member of our NBC Stations Planning and Advisory Committee, he acquired an intimate knowledge of the broadcasting business.

"His business acumen, his ability to gauge and evaluate changing trends in public taste, his record of accomplishment in the field of public affairs and education for which his stations have been repeatedly honored, and his leadership in solving industry problems will contribute greatly to the progress of NBC and its affiliated stations."

Only a relatively short time ago, it was pointed out, he completely reorganized WWJ's sales and programming policies, developing for the station a notable sales record against the competition of TV.

Now 57, Mr. Bannister is a native of New York City and started his business career as a salesman in the motion picture field, followed by four years of sales duties with the American Druggists Syndicate, two years with Park & Tilford, and four years with the duPont organization.

He entered radio via the old WMBC Detroit sales staff in 1931, moving after a short time to WJR Detroit and then to WWJ as a salesman on Jan. 1, 1933. He became sales manager in April 1935 and had been general manager since November 1941, adding the managerships of the the FM and TV stations as they went on the air.

High Standards

He campaigned long and hard for industry standards of good practice, and self-imposed his code at WWJ-TV in 1947. He has not hesitated to reject network shows —WWJ-TV as well as WWJ is an NBC affiliate—if he regarded them as locally unsuitable.

As an example of his faith in TV's future, NBC pointed out that for 10 years WWJ paid rent for a building tower because it knew the site ultimately would be needed for a television antenna.

Mr. Meighan, returning to CBS Inc.'s general executive group, left New York for a month's vacation in Mexico last Wednesday. Now 45, he is a vice president of CBS Inc., and served as a vice president and general executive before the company's divorcement of radio and television activities led to his appointment as president of CBS Radio.

With CBS since 1934, he started as an account executive in Radio Sales. He became director of station administration in 1946, and subsequently became vice president in charge of Columbia-owned stations. He was made vice president and general executive in 1948 and the network's chief executive officer on the West Coast in 1949. He returned to New York headquarters shortly before the establishment of separate radio and television divisions last summer.

Mr. Murphy, 46, who took over the CBS Radio presidency last Wednesday, joined CBS in 1936 and was named head of television activities in 1939. He has been closely associated with CBS Television affairs since that time, and is credited with a large share of CBS's success in winning FCC approval in the long-drawn color television fight.

Elected vice president and general executive of CBS in 1946, he became head of CBS Labs, which coordinates the company's electronic developmental work, including color TV in its various applications, when that division was set up concurrently with separation of the CBS Radio and Television network activities last July.

Mr. Murphy joined the Signal Corps in 1942, serving subsequently with SHAEF and as assistant chief of ICD under Brig. Gen. Robert A. McClure.

Network Clients

(Continued from page 23)

asked the talent on both programs for lower budgets for next fall. If, as reported, the stars refuse to accept the offer, Chesterfield conceivably could drop the time, thus posing a problem for the respective networks. The networks, it was speculated, would be almost obligated to retain the high rated shows for their affiliates' sake even if unable to sell them to other advertisers.

Another comedy show, CBS Radio's Jack Benny program, is somewhat in the same indefinite state, with the advertiser, Lucky Strike, currently trying to convince the comedian to appear on a weekly or alternate week TV show. The cigarette company has a firm order for the Thursday 9-9:30 p.m. CBS-TV time period starting in early fall. Plan would be to place its *This Is Show Business* in that period and put Jack Benny on the Sunday segment now occupied by *Show Business*. BBDO, New York, is the agency.

Meanwhile, effective April 1 Camel cigarettes has bought the Thursday, 9-9:30 p.m. time for its *Man Against Crime* show on CBS-TV until fall. William Esty, New York, is the agency [CLOSED CIRCUIT, March 10].

One show, however that is likely to retain the same time and sponsor is the *Milton Berle Show*, Tuesdays, 8-9 p.m. on NBC-TV, despite frequent reports to the contrary. The Texaco Co. has agreed to all but a few minor points on the contract and the signature of all parties concerned is expected shortly. Kudner Agency, New York, handles the account.

Riggio Tobacco Corp. (Regent cigarettes), sponsor of *Cameo Theatre*, Sundays, 10:30-11 p.m. on NBC-TV, effective April 15 moves from Brooke, Smith, French & Dorrance, New York, to Hilton & Riggio, New York. Account totals about $300,000 in billing.

P. Lorillard Co., New York, on Wednesday will announce its newest product—a filtered cigarette called Kent (named after the president of the company, H. A. Kent). Young & Rubicam, New York, will handle the account, and is expected to use a radio and TV spot schedule to introduce Kents.

Dodge Cars, which for 18 years was handled by Ruthrauff & Ryan, New York, last week appointed Grant Adv., Chicago, to handle its advertising (see story page 24).

The Crosley Division of Avco Mfg. Corp. has divided its advertising function as follows: BBDO will handle Crosley television and radio products in all media, and Benton & Bowles, which had handled those products, will take on the new line of Crosley Air Conditioners and will continue with the Crosley appliances.

Blatz Beer, through William H. Weintraub, New York, last week renewed for another 52 weeks, effective in June, the *Amos 'n' Andy Show* on CBS-TV, Thursdays, 8:30-9 p.m.

Crosley 'Star Search'

ENTERTAINERS in Ohio, Kentucky, Indiana and West Virginia will get an opportunity to compete for cash prizes and WLW Cincinnati contracts in the Crosley Broadcasting Corp. second annual "Star Search," soon to be launched. William Robinson, vice president in charge of programming, announced that 250 movie houses in the four state area will cooperate.

30 Years
of
Fitting a Medium
to a Market

WSYRACUSE
NBC AFFILIATE

Covers ALL
of the Rich
Central N.Y. Market

●

Write, Wire, Phone
or
Ask Headley-Reed

AVAILABLE NOW!!

PHIL RIZZUTO'S
SPORTS CARAVAN

Starring the Famous
N. Y. Yankees Shortstop
plus
A great array of
Famous Sports Personalities
* *All Shows Current* *

RADIO CITY
Productions, Inc.
550 Fifth Avenue
New York 19, N.Y.

Affiliates Group

(Continued from page 25)

gainst CBS Radio's renegotiation f affiliation contracts.

● Approval and encouragement f "the many affirmative steps" aken during the past year to sell adio as an advertising medium, ith endorsement particularly of BAB activities and of individual sell radio" campaigns such as hose conducted by stations in Deroit, Los Angeles and Tulsa.

With obvious reference to such fforts as those of Procter & Gamle and General Mills to secure lowr nighttime rates, one committeean stressed the view that, in orrelating night and day rates, it s "just as logical" to double dayme rates in order to put them on par with night rates.

Like printed media, it was ointed out, radio should remember hat its own operating costs have one up and should consider boostg its rates.

Overall, the committee continued, adio stations should always reember that cutting rates or acepting special deals will in the ng run harm themselves and the dustry as a whole. Yielding to deal" demands from one adverser, it was emphasized, will ineviably bring on demands for similar oncessions to others.

Radio Short-Changed

On the subject of research and adio-promotion, committeemen felt adio is seriously short-changing itelf by its present practices. It as noted that *Look* magazine in ecent advertisements took a 5 milon circulation and built this up to how 65 million readers.

But radio, it was pointed out, akes the reverse tack: It has 105 illion sets to start with, but reuces these to 42 million radio omes, breaks this figure down to ets-in-use, derives rating and inds up showing, for example, 00,000 listeners to a specific proram.

The committee felt the current oncept of "radio homes" should be eplaced by a showing of "individals" to the advertiser. It was mphasized it makes no difference *here* listeners listen—in cars, on the beach, in bars or in homes.

PARTICIPANTS in the second annual Town Meeting of television dealers in Buffalo included (seated l to r): Moderator Edward J. Wegman, assistant TV program director, Ralph J. Kingsley, technical director, and Alfred H. Kirchhofer, vice president, all of WBEN-AM-TV Buffalo; Dr. Lyman R. Fink, chief engineer, TV department, General Electric Co.; Chairman Albert T. O'Neill, vice president, Niagara Mohawk Power Corp., and C. Robert Thompson, general manager, WBEN. Standing (l to r): Richard R. Graver, vice president for TV, Admiral Corp.; Joseph B. Elliott, vice president, RCA Victor, Camden, N. J.

"Radio is much the cheapest medium in relation to dollar value of sales—that's what we want to prove," a committeeman stressed.

Development of a yardstick to show radio's full impact and full listenership in all its phases is vital not only as a direct aid to radio, but also as a service to help advertisers use radio more intelligently and more efficiently, the committee asserted.

It feels that radio, if it allows advertisers to use it inefficiently, "is committing suicide."

There appeared no doubt that committeemen regarded NBC's effort to effectuate its new rate formula as killed. They privately expressed the view that not only is the proposed new rate system dead, but also NBC's original plan to add up to 200 bonus affiliates and the inclusion of TV penetration in computing radio rates.

Indeed, spokesmen said, "the committee finds nothing to support the theory that there can be a formula which can be applied nationally in setting rates."

They conceded that NBC had won a number of affiliates over to its rate plan, but insisted the network had not been able to win enough major stations "which it had to have to make the plan work."

Regarding CBS Radio's efforts to put new contracts into effect permitting the network to change affiliates' network rates quickly in event competitive developments make changes advisable, one member observed: "If there ever was an emergency that justified it, that emergency has passed." This was taken as a clear reference to the NBC rate plan.

The committee meeting was held Monday and Tuesday at New York's Hotel Ambassador with Mr. Morency presiding and 10 of the 13 members participating. Those present: Chairman Morency; Edgar Kobak, WTWA Thomson, Ga.; Clair R. McCollough, Steinman Stations; Richard M. Fairbanks, WIBC Indianapolis; G. Richard Shafto, WIS Columbia and WSPA Spartanburg, S. C., and WIST Charlotte, N. C.; Robert D. Swezey, WDSU New Orleans; Ben Strouse, WWDC Washington and Kenyon Brown, KWFT Wichita Falls, Tex.

Absent were George B. Storer, Fort Industry Co. stations; Hugh Terry, KLZ Denver and Leonard Kapner, WCAE Pittsburgh.

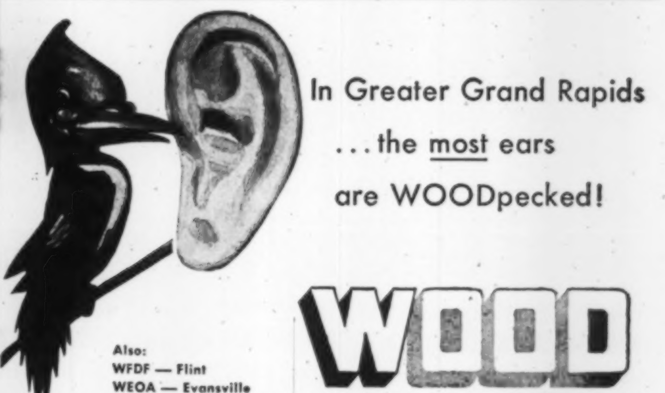
WCMY BEGINS OPERATION

Carl Meyer Is Owner-Manager

SHORT ceremony to begin operation of WCMY Ottawa, Ill., on 1430 kc with 500 w daytime, was held March 5. Mayor Philip Bailey and James Riordan, president of the city's Chamber of Commerce, welcomed Ottawa's first station.

Carl H. Meyer, one time chief engineer at KFUO St. Louis and later an engineering consultant in Chicago, is owner and operator. Staff includes Jene Holden, commercial manager; Bill Purcell and Bill Sweda, announcers; Joe Prechtel and Ed Keiber, engineers; Ann Flynn continuity and Alma Irion, traffic. National representative is Sears & Ayer.

WWRL Woodside, N. Y., is broadcasting Roller Derby Games on exclusive basis in New York-New Jersey area from 10:30-11 p.m. Thursday, Friday and Saturday over nine-week period.



In Greater Grand Rapids

... the most ears

are WOODpecked!

WOOD

5000 WATTS • NBC AFFILIATE AND WOOD-TV

GRAND RAPIDS, MICHIGAN

Also:
WFDF — Flint
WEOA — Evansville
WFBM and WFBM-TV Indianapolis
•
KATZ AGENCY

KLX

LEADS ALL

OAKLAND-

SAN FRANCISCO

INDEPENDENT

Radio

Stations

9 OUT OF

12

Hooper

Periods!

Hooper Share of Audience, May through September, Oakland

KLX

TRIBUNE TOWER • OAKLAND, CALIFORNIA

Represented Nationally by

BURN-SMITH., INC.

ELECTRONIC ADVANCES

Commerce Dept. Reports

MANUFACTURE of a television system without synchronizing signals as well as other technical developments are described in a series of reports announced by the Commerce Dept.'s Office of Technical Services last Thursday.

A bibliography reports on "many valuable developments" for the electronic industries in the fields of new materials, manufacturing techniques, new electronic devices.

The electronic report comprises an analysis of television synchronization, which was conducted to determine under what conditions synchronization signals may be eliminated from the transmitted TV signal. Elimination of such signals has "important advantages when applicable," according to the report, based on findings reached by the Air Material Command in May 1941.

Titled *"Indesyn, A Television System Without Transmitted Synchronization,"* this report and others appear in the February 1952 issue of *Bibliography of Technical Reports*, which may be obtained for 50c (or yearly subscription, $5) from OTS, U. S. Dept. of Commerce, Washington 25, D. C.

WBBM Chicago reports station's department of education presented 24 local information, music and drama programs in the public interest during one month and carried 45 such programs for CBS Radio network.

Miss Genevieve Schubert
Compton Advertising, Inc.
New York City, N. Y.

Dear Jenny:

IN
CHARLESTON
WEST VIRGINIA
ONE WILL GET YOU MORE THAN ALL THE OTHER FOUR
WCHS

Spring is jest 'round th' corner, an' 'twon't be long afore folks by th' thousands'll be adrivin' through WCHS terrytory on thur way fer a vacation. Peepul drives back frum Floridy this way, too. In fack, Jenny, lotsa folks drives miles outa thur way jest to go through th' Alleghenies an' th' beautiful New River Gorge at any time uv year, but 'specially in th' Spring an' Summer. An', uv course, they'll be lissenin' ter WCHS fer miles an' miles on account uv its 5000 watts on 580. Jest add them ter th' hunnerds uv thousands uv reg'lar lisseners, an' you'll see why WCHS is sech a durned good buy. WCHS allus gives yuh more lisseners then effen yuh bought all th' other four stations in town put tergether—an' in tourist season hit's better'n ever!

Yrs.

Algy

WCHS

Charleston, W. Va.

allied arts

RCA SERVICE Co., Camden, N. J., presented trophies for achievement to four service branches located in Hollywood, Columbus, Ohio, Dallas, Tex., and Oklahoma City. Winners were determined on basis of customer relations and general improvement in quality and efficiency of servicing.

MAVIS LYONS named chief film editor for Robert Lawrence Productions, N. Y.

MAGNAVOX Co., N. Y., appoints following new district sales managers: **PAUL SOLOMON,** northern N. J., at New York; **PAUL HUNTER,** New York state, at Buffalo; **JOSEPH C. PAPP,** southern Calif., at Los Angeles; **MAYNARD MOORE,** Boston-Providence at Boston, and **FRANK W. BRAM,** parts of eastern Pa., N. J. and Del. at Phila.

JAY GORON and **JOEL I. BROOKE** announce opening of office under name Jay Goron-Brooke Assoc., 134 E. 57th St., N. Y., to handle literary properties for radio-TV, films and theatre.

W. M. DAY, vice president-general manager, Michigan Bell Telephone Co., appointed director of Communications Equipment Div., National Production Authority, Washington, succeeding **ROBERT E. WILLIAMS** who returns to Automatic Electric Co., Chicago.

DAVID H. APPEL, author and critic, appointed editor in charge of new Amusements and Arts Dept., including radio-TV, theatre, motion pictures, books, music and art, for *Philadelphia Inquirer*.

VISION CONSERVATION INSTITUTE OF CALIF. OPTOMETRIC ASSN., San Jose, appoints West-Marquis Inc., L. A., to handle public relations.

LaRUE COURSON, mail room supervisor, NARTB Washington, D. C., father of boy, March 3.

MUNTZ TV Inc., Chicago, reports unit installations and deliveries of TV sets 6% higher in February than preceding month when figure was 9,644. Net sales for company's first ten months of current fiscal year is $26,842,666.

NORMAN F. HIRSCH, account executive, Weiss & Geller Inc., Chicago, named business manager for *Highland Park News, Lake Forester, Deerfield Review* and *Highland News*, all Chicago North Shore weeklies.

SONOCRAFT Corp., N. Y., announces completion of 1952 catalog listing sound and recording equipment and accessories. Copies available by writing company.

GENERAL ELECTRIC Co., Syracuse, announces plans to convert Scranton, Pa., home dishwasher plant to production of electronic tubes. Conversion and installation of new equipment will begin next month.

Equipment . . .

RCA TUBE DEPT., Camden, N. J., announces production of new power triode, Type 6161, for use in design of UHF transmitting equipment intended for UHF service in TV and CW.

PROPOSED TEX. GRANT

WAFB Files Protest

OBJECTION to an FCC initial decision looking towards granting Brazosport Broadcasting Co., Freeport, Tex., a new station on 1460 kc with 250 w daytime has been filed with the Commission by WAFB Baton Rouge, La.

The Louisiana station stated that during the Freeport hearing it was found that interference with WAFB would result. WAFB contends that it was not allowed to participate in the hearing. This is contrary to the FCC rules, WAFB claimed.

In addition to not letting WAFB testify, FCC also erred in accepting the findings of Brazosport with regard to the amount of interference that would probably result, the protest contended. Soil conductivity maps used in the findings were inaccurate, WAFB alleged.

The Baton Rouge station wants the initial decision set aside, the case remanded to the hearing examiner and the record reopened to receive its evidence.

LATE LISTENING

Studied by Advertest

AFTER midnight on weekdays, one out of ten homes in the New York metropolitan area has a radio in use, according to results of a study made by the radio section of Advertest Research, New Brunswick, N. J.

Information is based on survey of over 1,000 homes in the New York area. Facts were obtained through personal interviews with members of each family studied.

Survey revealed that independent stations in the area led in after midnight popularity. Survey applied to programs Monday through Friday, midnight-6 a.m.

WMGM New York has been presented a citation by New York Tuberculosis & Health Assn. for outstanding contributions during 1951 campaign.

AAAA EXAMINATIONS

Draw 456 Candidates

TOTAL of 456 candidates in 55 cities took the sixth annual American Assn. of Advertising Agencies' examinations for advertising on Feb. 16 and 23, it was announced last week. Explaining the "moderate decline" from 524 examinees in 1951, Sydney H. Giellerup, chairman of the committee on AAAA examinations and partner in Marschalk & Pratt Co., stated that "this decline was not as great as we expected in view of the military . . . situation and the higher examination fee this year ($20 vs. $15 in the past)."

According to AAAA spokesman, current examinations were given in more cities than ever before, and as in previous years, included both aptitude and temperament tests, and optional tests of practical knowledge of various kinds of advertising work. Examinations—prepared by more than 300 advertising executives in AAAA agencies—will be appraised on basis of studies of over 4,500 people actually employed in various branches of advertising.

PRISON RAID

WQAN Joins Police Squad

WHEN authorities raided a cell block in the Lackawanna County Jail in Scranton, Pa., local station WQAN had a tape recorder right there.

Cecil Woodland, general manager of WQAN, reports the station had been tipped of the jail break plans and had Newsman Hugh Connor in the group of FBI agents, county and city police, who rushed the cell. He described the raid and recorded interviews with the district attorney and prison and police officials. Program Director Bob Flanagan broadcast news of the planned break and how it was being quashed as he sat in front of the jail in one of the station's two-way shortwave radio cars.

The recording was broadcast on WQAN's late afternoon news roundup, one of two half-hour news programs broadcast daily.

GATES • QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . . TEL. MURRAY HILL 9-0200

DONN A. CLAYTON
Dies in Auto Crash

DONN A. CLAYTON, 49, acting manager of KSJB Jamestown, N. D., died Monday of injuries received in an auto collision the previous day at Stanley Corners, S. D. The accident hospitalized Mrs. Clayton who received lesser injuries and severe shock.

Mr. Clayton, native of Minnesota, joined the Minnesota Broadcasting Co. in posts of assistant manager and program director of the station from 1928 to 1937, traveling to Hollywood where he freelanced in production for two years.

In 1939, Mr. Clayton went to Minneapolis as radio director with the McCann Advertising Co. A year later, he became vice president in charge of programming for North Central Broadcasting System and resigned in 1945 to take charge of KSJB. Mr. Clayton had just taken a leave of absence from the station to study television and, with Mrs. Clayton, was en route to Hot Springs, Ark.

Study was to have been in television program production and general operation in the interest of the North Dakota Broadcasting Co. which is applying for TV permits in Minot and Jamestown. Mr. Clayton had served as secretary for the radio firm and was a stockholder and member of the board for KCJB Minot. Besides his wife, Mr. Clayton is survived by his mother in St. Paul.

NABET AND NEWS GUILD
Expected to Approach CBC

UNION activities at the Canadian Broadcasting Corp.'s Toronto program headquarters have increased this year and there is now a possibility that NABET and the American Newspaper Guild will apply for certification for unions within the CBC.

Since the CBC is a crown corporation, unions cannot be local, but must be on a national scale, embracing a majority of the CBC employes from coast-to-coast in the particular field of the union. Thus the engineers will have to have a majority of the engineering personnel across Canada before being able to apply for certification and ANG will have to have a majority of newsroom employes.

With different attitudes on unions in various parts of Canada, this will delay unionization in the heavily industrialized areas of Canada as far as CBC is concerned, it is believed.

KLIX

IS KLICKIN'

YANKTON STORM
WNAX Cited in Emergency

"IT WAS a job that only radio could do. It was a completely unselfish service to a loyal audience . . . total justification for the existence of commercial radio 'in the public interest.'"

That's the way WNAX Yankton-Sioux City, S. D., recounted its coverage of the recent disastrous blizzard that was called "Operation Snowbound."

The station reported hundreds of letters from grateful listeners, citations from civic organizations, newspaper praise and a gubernatorial pat on the back for its emergency role.

When WNAX was deluged with storm warnings, it cancelled all commercial programs to air quarter-hour emergency messages. Its broadcasts took on an a tense air as listeners tuned in WNAX for news of their children snow-bound in schools and other lost or stranded people.

As the storm abated, WNAX sent Farm Director Chris Mack and Herb Howard out by plane to record with camera and portable tape machine eye-witness accounts in storm-hit areas. Reports were edited into a special hour-long documentary, *Operation Snowbound.*

Station reported its broadcasts were responsible for saving many lives and thousands of dollars in property, including rescue of school children. Appreciation was forthcoming from the press, which praised WNAX "for generous service to the public," and from Gov. Sigurd Anderson of South Dakota, who described it as "a job well done."

WNAX's Chris Mack (l) interviews a South Dakota rancher who lost hundreds of thousands of dollars in the recent blizzard. In foreground is head of cattle that perished in storm.

* * *

PROTESTS RULING
Opposes WQAN Switch

INITIAL decision of Hearing Examiner Hugh B. Hutchison, which would grant WQAN Scranton, Pa., permission to change its frequency from 630 kc with 500 w daylight to 1450 kc with 250 w fulltime [B•T, Jan 28], has been protested by Curtis B. Plummer, chief, FCC Broadcast Bureau.

Mr. Plummer, in a petition requesting that the initial decision be rescinded and another decision issued which would deny Scranton application, said program service cannot be the criterion for deciding whether a grant should be made.

"Program service, however meritorious and regardless of its nonnetwork character, is not a proper justification for the serious violation of the allocation principles involved in this case." Mr. Plummer said.

The original initial decision [B•T, Nov. 12, Oct. 1, 1951] denied the station's application. It was remanded to the examiner on petition of WQAN which claimed the decision had been based on error.

In the later initial decision, Examiner Hutchinson said some engineering standards might not be met but the station had evolved such an outstanding program schedule he felt engineering factors should be overlooked.

COMEDY CLINICS
NAG Announces Expansion

COMEDY clinics are expanding nationwide, according to the National Assn. of Gagwriters. Director George Lewis has announced that NAG is organizing the clinics for once-a-month meetings under his supervision in various parts of the country.

Mr. Lewis plans to visit different cities for one night meetings on a Thursday, Friday and Saturday basis. Clinics already are underway in some of the larger cities of the nation with the New York City's Wednesday meetings being continued. The latter clinic, which has been conducted for the past six years, according to Mr. Lewis, "stimulated the expansion."

Clinics are held by the Gagwriters Institute Comedy Development Center, under sponsorship of NAG. Organization explains the comedy clinic's function as blending, testing and analyzing "talents of both performers and comedy writers." Local clinics can be held "wherever comedy-minded individuals want to meet, to develop by activity," Mr. Lewis said. Address is Room 902, 292 Madison Ave., New York.

KCMC

1230 Kc

TEXARKANA

TEXAS-ARKANSAS

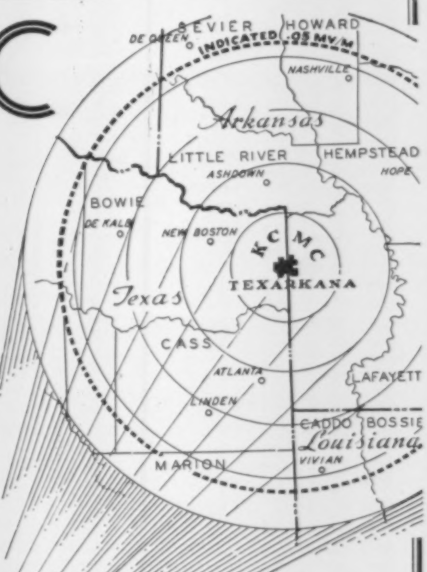
ABC

and

KCMC-FM

98.1 Mcs. • 40,000 W.

Texarkana is the key distributing point for a four-state area rich in oil, gas, lumber, agriculture and livestock. Over 100 diversified manufacturing plants in Texarkana alone. Red River Arsenal (largest in U.S.) is here.



Okla.
Ark.
Texas
La.
Mexico
Gulf of Mexico

Put your sales message on the station that serves these prosperous, buying people. 239,330 live within KCMC's .05MV/M area.

FRANK O. MYERS, Mgr.

NATIONAL REPRESENTATIVES:
O. L. TAYLOR COMPANY

KAMD
CAMDEN,
ARKANSAS

Thousands of residents employed in vast paper mills, furniture factories, lumber industry and agriculture. Camden is the home of one of the largest Navy Ordnance installations. Reach them all through this pioneer station of South Arkansas serving Ouachita County.

HAWAII'S 'CONNALLY CARAVAN'

Is Spirited by Aloha Network Campaign

HAWAII's Aloha Network was the driving force behind the nationally publicized trip to the U. S. of irate Hawaiians protesting remarks made by Sen. Tom Connally (D-Tex.) during a Senate debate relating to Hawaiian statehood.

Sen. Connally was quoted as saying, "I think I am a better American than a great many people who live in Hawaii. I have been to Hawaii. The majority of the people there are not of American ancestry or descent."

Islanders interpreted these remarks as a reflection on Hawaiian patriotism.

Irate group from the islands, who made the trip as the result of disc jockey Hal Lewis' radio campaign, met with Sen. Connally, chairman of the Senate Foreign Relations Committee, last Monday. Mr. Lewis is known as J. Aku Head Pupule on his show aired by KHON Honolulu, one of four stations comprising Aloha Network.

The protesting Hawaiians were made up of combat veterans of the 442d Regiment and the 100th Battallion which rescued the Texas' 36th Division in Italy during World War II fighting. A gold star mother also accompanied the group.

Mr. Lewis led a 48-hour campaign on the Aloha stations. He suggested the combat veteran group be formed and be sent to the United States. Response, according to R. M. Fitkin, president, Aloha Broadcasting Co. Ltd. (KHON), was "amazing, gratifying and almost frightening."

As a result, the "Connally Caravan" was formed with a campaign for funds launched by the station, again cooperating with the network. "Again the results really amazed us," Mr. Fitkin commented, and "we were snowed under with people bringing in their money in all four stations of the network. As a matter of fact, we had to set up collection points on every island where volunteers agreed to receive donations and the Gray Line agreed to pick them up from these many points." Hawaiian Airlines volunteered to fly money from outer islands to Honolulu.

Stopover in Texas

The group also stopped in Texas to pick up a member of the 36th Division.

The delegation met with Sen. Connally for an hour's conference. They left feeling "very happy" over their reception by the Texan.

Later in the day, Sen. Connally told the Senate he had been delayed in getting to the floor on the tidelands bill because "I have been surrounded by a delegation from Hawaii" and "they left apparently in a good humor. The Senator from Texas has not been entirely to their satisfaction, but they were contented."

According to Sen. Connally, "there was no valid reason for the people in Hawaii getting excited or sending a delegation to Washington to see me."

He said he had no dislike for the people of Hawaii. "I just wanted to be just and fair to them." The Senator said the "misunderstanding" had come about because of the way his remarks were misinterpreted" on the Senate floor.

But, Sen. Connally noted, "In my view, the visit of the delegation from Hawaii was a propaganda effort to secure votes for the Hawaiian statehood bill and their stopping in Dallas and Austin, Tex., was motivated by political considerations, interests and efforts."

BASEBALL'S ON...

HERE'S YOUR BUY!

"The Yanks are coming" over WINS—starting with the Spring games. WINS travels with the team!
That puts this station in the spotlight as the best spot buy—or any buy!
Let WINS go to bat for you, through spots or programs.
Whatever you have to sell, you can sell *more* at *lower* cost
We'll be glad to give you the facts, and the figures.

Buy WINS... it Sells!

Call your WINS representative
... see him when he calls!

WINS
50KW New York

CROSLEY BROADCASTING CORPORATION

NEWSPAPER FEATURE

To Promote Radio, TV

NEW type of radio and TV promotion, designed to serve sponsors and agencies and build program audiences, is being launched in newspapers throughout the country. The service was announced by James R. McGraw, president of a new reader service column, "Dave DePenter's Dialings."

The column will give prominence to time, station, program title and sponsor credit and include copy about program stars in which readers would be interested. Feature will appear adjacent to program logs. Some 33 newspapers in markets of the major networks already are lined up, Mr. McGraw said.

West Coast office for "Dialings" will be Portland, Ore. Eastern sales representative is Howland & Howland, New York and Chicago, and West Coast representative is Keenan, Hunter & Dietrich, San Francisco and Los Angeles. Pacific National Adv. will handle advertising and sales promotion.

Magazine Gross Up

MAGAZINE advertising during the first two months of 1952 was up 6.5% in dollars and 2.8% in pages, over the like period of 1951, according to Publishers Information Bureau records, despite the fact that three leading magazines had one less issue in the two-month period this year than last. Sunday newspaper sections for the same period, according to PIB, showed a 20.7% decline in dollar volume and a 19.1% decrease in space. January-February 1952 advertising in 94 general and farm magazines totaled 11,128 pages worth $68,874,760, compared with 10,830 pages worth $64,669,000 for the first two months of 1951. Sunday newspaper sections for the same two-month period totaled 600 pages and $7,667,566 this year against 741 pages and $9,667,039 last.

COMPONENTS

Progress Meet May 5-7

THREE-DAY conference to review progress in electronic components will be held May 5-7 in Washington under joint sponsorship of Radio-Television Mfrs. Assn., Institute of Radio Engineers and American Institute of Electrical Engineers.

Defense Dept. and National Bureau of Standards will support the conference, which follows the pattern of a similar session held in May 1950.

Some two-score technical papers on new components, materials and fabrication techniques will be presented. The program will review available components with military and commercial reliability needs in mind. Chairman of the symposium is J. G. Reid Jr., Bureau of Standards. The program is being arranged under direction of A. F. Murray, electronic consultant to the Research and Development Board, Defense Dept.

The RTMA Engineering Dept. is setting up an engineering committee to gather information for end equipment designers on the proper ratings and environmental conditions of tubes and other components.

BALTIMORE MISHAP

Stations Cover Spot Story

WHEN a grandstand section collapsed just prior to the March 6 opening of the "Sonja Henie Ice Review" in Baltimore, local radio and TV stations were on hand to report the scene of the injured amid the splintered wreckage. Some 270 persons were hospitalized, of whom 30 were seriously injured.

WMAR (TV) reported that it flashed news of the collapse within 15 minutes after it occurred. Within less than three hours, WMAR telecast a film report of removal of stretcher cases and efforts of firemen removing the injured. WFBR quickly aired a complete eye-witness account of the collapse on its 11 p.m. newscast, according to station spokesman.

Fifth BBM Survey

FIFTH STUDY of the Bureau of Broadcast Measurement, Toronto, is now being compiled with ballots received from about 400 different areas throughout Canada. It is hoped to have the BBM station reports and maps ready early this summer for use when fall business is being considered, according to Charles J. Follett, executive secretary.

REACHES
93,217
RADIO
FAMILIES

WEOK
POUGHKEEPSIE

REPRESENTED BY
EVERETT McKINNEY, INC.

MARCH 17, 1952

TELECASTING

THIS ISSUE:

Rounding Out
TV Report
Page 77

Troubles Sligh
Thus Far
Page 77

Viewing Gains
hown in Survey
Page 79

Set Count
By Markets
Page 90

in our
7th
year

Old Advertising Adage:

MARKETS EAT WHAT MARKETS SEE——— IF THEY SEE IT ON TV...

...particularly if they see the brand displayed, used, and demonstrated on local cooking shows over their favorite TV stations... particularly when they see that the product is given an all-out endorsement by home economists and femcees they **know.**

Boom your product's distribution and sales in these markets by using participations in the cooking shows with the greatest housewife following and loyalty.

These shows are on the TV stations listed here. They feature prominent home economists. They are strong distribution builders. They sell forcefully.

WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
KPRC-TV	Houston
KHJ-TV	Los Angeles
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KPHO-TV	Phoenix
WOAI-TV	San Antonio
KOTV	Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

THE BEST ADVERTISING BUY

CHANNEL 5

KTLA

IN LOS ANGELES

ANY NIGHT IN THE WEEK!

HOOPEREPORT
SHARE OF LOS ANGELES TELEVISION AUDIENCE
Evenings—Sunday thru Saturday, 6:00 p.m. to 11:00 p.m., January '52

Average TV Sets-in-Use	52.2%
KTLA's Share	**26.7**
STATION "A"	19.0
STATION "B"	13.5
STATION "C"	13.3
STATION "D"	11.6
STATION "E"	9.8
STATION "F"	6.1

KTLA creates its own top-rated TV programs—shows that win and hold large and loyal audiences. Sponsored on a spot basis, these KTLA programs produce highly satisfying results — more sales per advertising dollar!

Typical of KTLA-developed programs is *"The Spade Cooley Show,"* sponsored by American Home Foods, Boyle-Midway, Minute Maid and Liggett & Myers. (33.0 January Hooperating) . . . Another top KTLA sales-producing program, currently partially available for participating sponsorship is *"Frosty Frolics,"* spectacular ice revue (24.1 January Hooperating).

For an audition print, wire, write or telephone . . .

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA
Paramount Television Productions Inc.

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

Write for a copy of "The Story of the Fabulous KTLA," just off the press.

TELECASTING

MARCH 17, 1952

ALLOCATIONS

City-by-City Assignments Are Next Consideration

FCC worked on TV allocations all last week, found going smoother after rough weather early in the week.

Work on new TV rules and engineering standards—as well as general criteria—was due to be completed by the end of this week. Consideration of city-by-city assignments are scheduled to be taken up next.

Target date is still last week in March, it is understood, although there is talk that Chairman Paul A. Walker may unveil the final report when he addresses the NARTB convention April 2.

Snag last Monday was concerned with mileage separations between stations and high powers scheduled for VHF outlets.

Commissioners had generally agreed to 170 mile transmitter-to-transmitter separations for co-channel VHF stations in crowded eastern areas, 190 miles west of the Mississippi, and 220 miles for the Gulf Coast areas. It had also agreed that Channel 2-6 stations would get 100 kw and Channel 7-13 stations 316 kw.

At issue, it is understood, was question plaguing some commissioners whether large area coverage for VHF stations will not make low-band channels so desirable, none will want UHF. Theory behind objections to high powers and wide separations is this:

Won't VHF channels be put virtually in position of clear channel AM stations, covering huge chunks of territory, while UHF stations are constricted in coverage—even though someday maximums of 1,000 kw may be reached, permit far greater coverage?

Commission's desire to foster UHF—even to point of giving it some advantage over VHF band—is fundamental in this thinking. Repetition of FM fiasco is what some commissioners fear.

Commission was in executive session practically whole of Monday. It continued going through report next day.

90 Days for Filing

Commission also decided to give applicants 90 days as "grace" period before beginning to make grants. Talk had been 60 days, but immensity of job impressed Commissioners. Waiting period will be for filing of new applications, also for revisions of pending ones.

Still to be tied down are the northern border allocations. Commission has not yet formally gotten Canadian approval to plans.

Educational world and broadcasters were jolted last week when Dr. Lewis A. Wilson, New York Commissioner of Education, stated that a total of 10 or 11 TV channels for noncommercial, educational purposes in New York state may be granted by the FCC. This would be two or three more than proposed in the Commission's "Third Report."

The state commission had requested that the original, tentative allocations of eight educational TV outlets be increased by three, he reported in a mid-week statement to Gov. Thomas E. Dewey.

"It is my understanding that the request has been approved," Dr. Wilson said.

[Dr. Wilson has had no such assurances from the FCC, Chairman Walker told BROADCASTING • TELECASTING last week. It was known that the Commission had not even reached city-by-city allocations.]

Anticipating FCC approval and concerned that "a New York City institution will immediately file an application for a license for the New York City channel," Dr. Wilson wrote Gov. Dewey to urge "that all educational organizations, including the public and private colleges, the public and private schools, the museums, art galleries, libraries, historical associations, as well as the state departments, have an opportunity to share [the television outlets] on a cooperative basis."

"It would be extremely unfortunate to have one institution secure such a license and in this way deprive all other educational and cultural organizations access to the utilization of the only noncommercial channel allocated to that particular area of the state," he wrote.

When the education commission requested an additional three TV channels, Dr. Wilson explained, it sought one each for the New York City area, the central-Hudson River area and upper New York state. He said he did not know whether they would be so designated, nor how the total allocations within the state would be divided,

(Continued on page 87)

TV COOPERATION

Syracuse U. Explains

HOW COLLEGES can get into ambitious educational television programs without assuming the big expenses of operating their own stations was explained last week by William Pearson Tolley, chancellor of Syracuse U., in a letter to the FCC. The chancellor explained that his university had just produced its 1,400th live TV program under its system of cooperation with WSYR-TV Syracuse.

"We believe that we have established a firm foundation for the development of educational programs on television," the chancellor wrote. The university keeps three crews of nine men each busy in the campus studios not less than 10 hours per day, seven days a week, he added. Chancellor Tolley complimented Harry C. Wilder, president of WSYR-TV, for being "of real help in the development of radio and television on the Syracuse U. campus."

TOWER SITES

Only Few Trouble Areas So Far

FEARS that the high antenna requirements of TV applicants might run into Civil Aeronautics Administration snags have so far proved true in only some trouble areas. Those cities are Chicago, Boston, Norfolk and Nashville, among others.

That is the experience of those who have laid their cases before regional airspace subcommittees.

Airspace subcommittees are composed of representatives of the CAA, military and civilian pilots' associations and private flying organizations.

CAA approval is necessary for any tower that is more than 500 ft. above the ground.

Consensus among Washington consulting engineers and attorneys is that CAA and the fliers have been cooperative.

Item: One engineer asked for a 1,000-ft. structure in a midwest city, got approval for 948 ft.

Item: Another asked for a 750-ft. tower in a western city, first was turned down, later got approval.

Item: Another asked for a 1,500-ft. tower in a southwest city, had long, arduous fight, finally got okay.

Such successes have not attended the problem cities. Each has peculiar flying conditions that make it difficult to put up 1,000-ft. towers.

Since high towers are virtually going to be the rule in UHF areas where there are no natural peaks—the plainlands of the Midwest and the Southwest—applicants in those areas have been concerned about CAA approval.

Should Get Together

This apprehension led to the suggestion that broadcasters get together in each city threatened by CAA disapproval of desirable TV sites and persuade it and the airlines to revise air traffic patterns so that one section of the city might be cleared of air traffic [see editorial, B•T, March 10].

Such a move would permit the installation of tall towers without fear of their being a hazard.

Some cities already have this situation in actuality. Air traffic approaches already skirt existing high radio antenna towers or other structures. It becomes simple, then, to put another one or two tall TV antennas in the same locality.

There's an advantage to TV set owners in this practice, too. All TV radiators would be centralized in one area. This means that all receiver antennas could be oriented in one direction—not in several directions as is now often the case.

Theory of putting all TV transmitting antennas in one location has been put into practice in several instances the past year or two. In New York, all except WOR-TV are operating from the Empire State Bldg. In Los Angeles, all operate from Mt. Wilson. In Rochester, N. Y., WHAM-TV has invited all grantees to join it atop Pinnacle Hill. In San Francisco, KPIX (TV) is joining KGO-TV atop Sutro Mt.

Present FCC rules contain criteria for antenna heights and sites in relation to airports and airways. They are incorporated in

(Continued on page 87)

XUM

PARAMOUNT FILMS

FCC Asks: Who Will Get?

COMPETITION will determine who gets feature films—theatre owners or TV stations.

That was the sentiment of United Paramount Theatres President Leonard H. Goldenson, expressed during his testimony at the FCC Paramount hearings last week.

It was also voiced by John Balaban, president of Balaban & Katz, Chicago area theatre chain subsidiary of UPT.

Basic to the thinking of both men was this: That the answer to the use of film on TV is for producers to make special pictures for the broadcast medium, while continuing to make feature-length movies for theatre exhibition.

Mr. Goldenson was the final UPT witness in this phase of the FCC hearings into the qualifications of the licensees of WBKB (TV) Chicago. Station is owned by Balaban & Katz. Involved in testimony preceding Mr. Goldenson were Robert H. O'Brien, secretary-treasurer, and Walter R. Gross, vice president and general counsel, of UPT.

Mr. Goldenson was scheduled to complete his testimony Friday. After that, issues concerning the merger of ABC and UPT will be taken up. UPT officials will then resume the stand to testify in that part of the hearing.

Merger is considered the crux of the whole hearing, which began Jan. 15. It not only covers the amalgamation of ABC and UPT, but also the sale of WBKB facilities to CBS for $6 million.

Earlier in the week, Mr. Balaban completed his testimony (see excerpts below).

In answer to direct questions about his thinking on the subject of feature films for TV, Mr. Goldenson said that if a UPT theatre and a UPT television station were both offered the same film, he would let the theatre manager bid against the TV station manager. The only limitation, he explained, would be on the profitableness of the bid. TV might begin to be able to bid on a par with theatre owners in about five or six years, he opined.

However, Mr. Goldenson emphasized that he believed movie producers would make particular films for each medium. Among the reasons he advanced for his belief were (a) differences in audiences—a "disciplined" audience in the theatre vs. an informal, "undisciplined" audience at home; (b) no real limit on running time in the theatre vs. definite limitation on running time in TV; (c) large screen in theatre vs. small screen in home.

Arrangement Possible

He also agreed, in answer to a question, that someday it may be possible to work out an arrangement that would give theatres first and second run rights to a feature film, TV third run, theatres fourth run, etc.

Mr. Goldenson's attitude contrasted in one important respect with that of Mr. Balaban.

Mr. Balaban was asked by FCC Counsel James O. Juntilla what he would do if he were on the board of a network and a theatre owning company and a film was offered for TV. Mr. Balaban answered he would favor TV.

This point was made the subject of further inquiry by DuMont Counsel Morton R. Galane of the firm of Roberts & McInnis. Mr. Galane asked what Mr. Balaban's attitude would be if the offer were to be made repeatedly, week after week. Mr. Balaban said he would still favor TV.

"It is not true," Mr. Galane asked, "that a repeated distraction of the best product to TV might ultimately deprive your theatres of essential good product?"

After stating that Balaban & Katz's theatre investments were from three to four times that in television, Mr. Balaban answered:

"I suppose that could happen . . . I know that I have been granted a license by the FCC. I know that in order to continue to have that grant I have certain obligations to secure for the medium the best entertainment that is available and also, of course, to render a public service. I would always favor the TV situation."

Mr. Galane prodded: Even if it meant destroying your theatre house investments?"

Mr. Balaban demurred that that was far in the future, if at all. However, he answered: "If that time comes and the theatres of this country cannot compete with TV . . . all the theatres will probably go out of business."

He concluded his remarks by iterating that in his opinion economic competition would decide the question of TV vs. theatre ownership.

Buyer-Seller Relation

During the course of Mr. Goldenson's testimony, he declared that the relationship of UPT with Paramount Pictures was solely that of a buyer and a seller. He said UPT had no plans for producing motion pictures nor for syndicating kinescopes of WBKB programs. (Paramount Pictures' KTLA (TV) Los Angeles syndicates kinescopes of several of its programs.)

Upon completion of the required divestiture of theatres, UPT will own 328 first run and 325 other movie houses, the theatre company's exhibit disclosed. When it was formed following the 1949 Supreme Court decision ordering the separation of Paramount into a producing company and a theatre owning company, it had 1,424 theatres, of which 975 were partly owned. It has already gotten rid of 589 theatres, still has 231 to go. Last week UPT received court approval moving up the deadline for completion of divestiture to September 1953. Deadline had been March 1952.

UPT has total assets of $119,703,840. Total current assets are $39,471,575 and earned surplus $10,267,282. It had an income of $91,354,883 for the first nine

(Continued on page 108)

MOVIES & TV

John Balaban Sees Compatibility

JOHN BALABAN, president of Balaban & Katz theatre chain and a director of United Paramount Theatres Inc., was asked during the FCC hearing last week for his views on whether there was anything incompatible with common ownership of movie houses and TV stations. He was also asked to comment on the use of feature films on TV stations, and what he thought of theatre TV. His answers are excerpted below.

On common ownership of theatres and TV stations, he said:

I think they are compatible.

I can remember back in the middle twenties, business wasn't good. . . . There were many complaints about the effect of radio on theatre attendance. I can still hear some exhibitors who are still in business in Chicago saying that radio was going to put us out of business.

I remember Amos and Andy on Sunday nights. You thought you were listening to God when you were listening to Amos and Andy. Everybody listened to Amos and Andy. We put radios in our theatres, but they didn't want radios in our theatres. They didn't want to pay for Amos and Andy. They could get it at home free.

I don't remember my own fears at the time. They were probably not as great as the guy who was being affected by it. We were doing pretty well. We only had a few theatres in those days.

Then later—it is a matter of history—radio complemented the motion picture industry, including its theatres and production, and the theatre business complemented the radio business.

To be more specific. You take five, six, seven or eight of your most important radio stars, they are people who came from the motion picture industry. By the reverse of that, radio had created a lot of personalities, actors, entertainers, that the motion picture industry made use of.

I know that [Bing] Crosby, for example, was a fine motion picture star. But it wasn't until his radio popularity that he became the great star that he is. That is true of a number of other people. I know that radio gave us in the theatre business many, many attractions. Our company [Balaban &

(Continued on page 108)

TOP LEVEL United Paramount Theatres' executives conferring last week at FCC hearing are (l to r): Robert H. O'Brien, secretary-treasurer; Leonard H. Goldenson, president; Walter W. Gross, vice president and general counsel; Herbert A. Bergson, ex-Asst. Attorney General in charge of Dept. of Justice's Anti-Trust Div., now special counsel for UPT.

OPERATING COSTS

Reviewed for WBKB (TV)

HOW ONE TV station grew in number of employes and payroll during the last decade was disclosed during the FCC Paramount hearing last week by Balaban & Katz President John Balaban.

WBKB (TV) Chicago started late in 1940 with five employes and an average weekly payroll of $295.83. In 1941, it grew to 10 employes and average weekly payroll of $490.63.

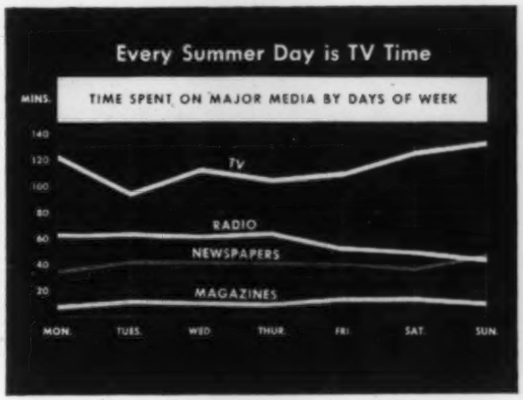
In postwar 1946, it had 44 employes and was spending $2,854.90 weekly; in 1947, 68 and $4,764.02; 1948, 92 and $6,895.03; 1949, 100 and $8,669.35, 1950 and 1951, 120 and $13,165.49.

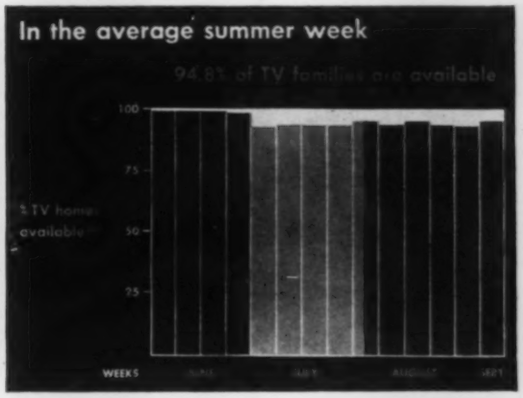
Figures for last two years broke down as follows: Administrative, 23 employes and $1,641.38; sales, seven and $1,694.59; programming, 42 and $4,127.26; engineering, 47 and $5,602.26; publicity and public relations, one and $100.

The Chicago area theatre chain has advanced $3,172,801.28 to WBKB since 1940. Station still owes parent company $1,618,214.34. Cumulative station losses through 1949 amounted to $2,489,605.67. In 1950, however, WBKB made a profit of $652,621.71. For nine months of 1951, station made a profit of $1,227,100.90 [B•T, March 10].

SUMMER VIEWING

Advertisers Gain, NBC Reports





VALUE of summertime television sponsorship is pointed up in a 63-page, documented study released by NBC showing high viewing levels during the hot-weather season and substantial gains among advertisers who stayed on or went on TV last summer.

The survey, convering the New York metropolitan area and conducted under the direction of the NBC-TV Research Dept., produced these findings as summarized by NBC for agencies, advertisers and newsmen in a presentation titled "Summer Television—Hotter Than July":

98.4 of TV families are available in the average summer week.

Watching television is, by far, the favorite summer activity in TV homes.

TV families are better customers and account for the bulk of retail sales—in summer as at other times.

Summer television advertising impresses more people—and makes a much stronger impression—than advertising in any other medium.

Summer TV advertisers increase their sales by 28% . . . win 46,000 extra customers per month in New York for the average brands — and strengthen their competitive position in the market.

The survey also indicated that, when it was made last August, 62% of the homes in the New York area had TV sets; TV owners watched for 115 minutes a day in the average summer day and all family heads averaged 76 minutes a day; two out of three purchases of products studied in the New York area were made by TV families, and, while brands which were on TV in the summer experienced sales gains, those which went off suffered dips in sales.

Covering a total of 3,163 men and women—"heads of households"—the August study permitted comparisons with results of NBC's January 1951 "Television Today" survey, when it was found that 51% of New York area homes were TV-equipped.

The study of sales by product groups covered 31 brands which were on TV in both January and August, 21 which were not on in January but went on during the summer and 16 which were on in January but not in August.

Among the 31 "stay-on" brands, the average in January 1951 showed a 20% higher sales level among TV owners as compared to non-TV owners, while by August it was 37% higher, it was noted.

Among the 16 brands which went off TV for the summer, the average one in January had 14% more sales among TV owners than among non-owners, whereas this differential had dropped to 10% by August when the brands were off TV.

In other terms, the findings were expressed thus:

"New brands which started on TV during the summer (21) did extremely well, with an average of 38,200 extra customers per month in the New York area alone.

"Old brands which continued on TV during the summer (31) did even better, with an average of 51,100 extra customers per month in the New York area.

"All summer brands showed an overall average of 45,900 extra customers per month."

The report concludes: "We believe that the very striking sales differences among viewers of summer TV advertising call for a realistic appraisal of all major media, a re-evaluation in the light of summer performance."

It was explained that in the sales effectiveness survey the "brands studied cover all TV networks and most types of package goods advertised on TV. For each brand, we obtained data on past-month purchases both by *viewers* of the program and by people who had *not seen* the program in the past three months. By comparing the purchases of program viewers with those of carefully matched non-viewers, we were able to estimate the sales effectiveness of the television program studied."

For the first time, NBC found in its August survey that "TV ranks first among all major media in terms of time spent by *all* family heads," edging out radio by two minutes per person day. Average times spent daily with the four major media by both TV owners and non-owners were reported as: Television, 76 minutes; radio, 74; newspapers, 42, and magazines, 13.

NBC also found that TV advertising was remembered more clearly than advertising in any other medium.

Women were asked whether they had noticed any soap advertising lately, what brands they recalled, where they noticed it, and which medium they recalled most clearly. Men were asked the same questions about cigarette advertising. Television and radio ranked first and second, respectively, in number of mentions in answer to all questions. The percent of recall for each medium was shown as follows:

Television, 56%; radio, 36%; newspapers, 28%; magazines, 21%; car cards, 16%; billboards, 11%; others, 10%; "don't know," 1%.

To the question "Which one do you recall most clearly?" the following percentage breakdown was shown: Television, 49%; radio, 20%; newspapers, 8%; car cards, 6%; magazines, 6%; billboards, 3%; "other," 7% and "don't know," 1%.

The study was conducted under the overall direction of Edward D. Madden, NBC vice president in charge of TV sales and operations, and Ruddick C. Lawrence, NBC-TV director of sales development. The survey was designed by Dr. Thomas E. Coffin, NBC supervisor of TV program research, who also designed and executed NBC's "Hofstra Study" in 1950 and "Television Today" of 1951. W. R. Simmons & Assoc. designed the sample and managed the field work.

Coincidentally, it was reported that NBC-TV's summertime replacement for its *Show of Shows* will be *Saturday Night Dance Party*, which is being offered at "less than half of the current price of the regular *Show of Shows*," while *All Star Revue* will be replaced by "a less expensive version" called *Summer All Star Revue*.

Cost of *Saturday Night Dance Party* is $11,670 net per half-hour, with 10-minute participations available at $3,890 net. Cost of *Summer All Star Revue* is $25,000 net, plus cost of the commercials.

Batista Coup

WTVJ (TV) Miami News Director Ralph Renick and Film Cameraman Norman Werth flew to Havana last Monday for man-in-the-street interviews in connection with the Batista *coup d'etat*. Films shot Tuesday were telecast Wednesday. An ingenious twist to the film coverage was that Mr. Renick narrated the films from Cuba by telephone across the Straits of Florida.

PUCK SURVEY

Shows TV's Effect On Other Media

MEMBERS of TV families are more likely to read newspapers and magazines than non-TV owners, according to a report on the impact of TV on other mass communications media issued by *Puck-the Comic Weekly*. It states that those living in TV homes are less likely to listen to the radio, go to movies or read books than their non-TV neighbors.

Report is based on a survey made for *Puck* in the New York metropolitan area under the supervision of Professors Harvey Zorbaugh of New York U., and C. Wright Mills of Columbia U., with sample drawn and interviews conducted by the U. of Chicago's National Opinion Research Center. The survey technique is not explained in detail in the report, but comparisons of radio listening "on an average weekday evening," movie attendance "once a month or more," magazine reading "regularly," reading of "one or more books in the preceding month," with daily and Sunday newspaper reading "usually," made by the report, are apt to evoke a skeptical attitude among research-minded readers.

Analyzing "what happens to other media in TV homes," the Puck Brochure reports a 49% decline in radio audience and a 55% drop-off in weekday evening listening time (among listners, for video families as compared with families without TV. Movie audience among TV viewers is off 24%; attendance by those who still go at all is down 45%. The book audience is off 17%, but those who still read books read about as many as they did before TV came into their homes.

More individuals in TV homes (4%) read magazines but they devote 8% less time to them on Sundays, Puck reports. Daily and Sunday newspapers are each read by 5% more people in TV than in non-TV homes, but 14% less time is given to daily paper reading and 15% to Sunday paper reading than in non-TV homes, the report states. A footnote points out that "data on reading time for print media are obscured by a lack of information on reading facility for all respondents."

Length of TV ownership, the *Puck* study notes, has little effect on newspaper reading or movie attendance. But the study also reports that owners of TV sets for two years or more tend to listen to the radio more than those for whom TV is more of a novelty.

WAVE-TV

First

in KENTUCKY

LOUISVILLE'S 140,000 TV HOMES SPEND 224.4% MORE HOURS VIEWING TV THAN READING NEWSPAPERS!

(According to scientific survey made by Dr. Raymond A. Kemper, Head of the Psychological Services Center, University of Louisville, in WAVE-TV area, June, 1951)

AND WAVE-TV IS VIEWED MORE THAN LOUISVILLE'S 2ND STATION!

WAVE-TV

CHANNEL 5

NBC • ABC • DUMONT

LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.

Exclusive National Representatives

BALTIMORE DeSoto Dealers who signed for saturation campaign over WBAL-TV Baltimore [B•T, Feb. 25] are: (front row, l to r) Harry Thompson, Ed Kassen, Sol Penn, Bill Rennix, Ewing Brand; (second row, l to r) Fred Foulke, Al Hall, Robert Quante, Bob Livie, Matt Mitchell. In background are Merritt Trott, WBAL-TV sales representative, and Brent Gunts, station personality.

FILM RIGHTS

Autry-Republic Suit Is Heard in L. A.

"ANY TIME my name or likeness is associated with a product I believe it's taken for granted that I approve the article."

So stated Gene Autry, cowboy singing star, in giving his definition of "commercial endorsement" in Los Angeles Federal Court last Monday at the start of a permanent injunction suit to prevent Republic Pictures from releasing 64 of his old western movies to television.

It is only in theatre exhibitions of pictures that no commercial advertising is involved, he contended.

Mr. Autry's suit is similar to that won recently by Roy Rogers, cowboy star, against Republic. That ruling is being appealed by the film studio [B•T, March 10].

Mr. Autry claims that release of his old movies would cheapen his own TV activities and he would be in competition with himself.

In his argument, Martin Gang, attorney for Mr. Autry, stressed the commercial tie-up clause in his client's contract with Republic. He asserted telecasting of the old movies constitutes an endorsement by Mr. Autry while the contract clause gives the star the right to control his movies in video.

Public Expects Sponsor

Both Messrs. Autry and Gang declared the public doesn't expect sponsors when it pays admission to theatres but does, however, when it sees or hears a star on radio or TV. Furthermore, viewers don't associate a star with product commercials in a theatre, they contended.

Judge Ben Harrison, hearing the case without jury, asked Mr. Autry if he recommended Wrigley Gum (sponsor of Mr. Autry on radio and TV for many years) and puts his "personality behind it."

"Yes, for the past five years I've read their commercials," Mr. Autry replied.

On cross-examination, Herman Selvin, Republic attorney, asked Mr. Autry if it was his impression that viewers of the recently telecast UCLA-Washington basketball game considered that the players on both teams endorsed Richfield Oil, the sponsor.

Directed to answer the question, Mr. Autry replied affirmatively. However, because the telecast of the Japanese peace treaty signing was a public service program, he noted, viewers considered it a matter of public interest and consequently didn't think it commercial advertising for Richfield.

Mr. Autry thought viewers consider baseball players as endorsing beer if a brewing company sponsors the telecast.

Roswel W. Metzger, vice president and director of radio and television for Ruthrauff & Ryan, Chicago, told the court he believed the showing of an Autry film on TV would constitute a direct testimonial by the star of the product advertised. In his view, the longer a TV show goes on and the longer the association between the star and product, the greater the appeal, endorsement value and advertising impact.

Martin Allen, Productive Adv., Los Angeles, testified that Mr. Autry's reputation made a series of his films valuable as a commercial advertising medium. He told the court he obtained the films for two of his agency's clients solely on the "value of his name" because it assured the advertisers a large audience as a prospective source of sales. The pictures themselves weren't so important, he noted, because they were standard western fare.

Mr. Selvin, at the start of the hearing Monday, asked that arguments be confined to contract interpretation. Judge Harrison, however, said he would allow Mr. Gang to conduct his case the way he saw fit to bring in the issues, subject to Mr. Selvin's standing objections.

TV GROSS UP

Jan. '52 Far Above Jan. '51

TV NETWORKS in January had a combined gross time sales total of $15,213,792, a gain of 76.7% over the gross of $8,552,633 for January 1951, according to Publishers Information Bureau.

Individual network figures show rank order of the video networks unchanged in the year and that each network has had approximately the same percentage increase in gross time sales in that time.

	Jan. '52	Jan. '51
ABC	$2,007,314	$1,328,719
CBS	5,109,023	2,601,165
DuMont	717,148	435,527
NBC	7,380,307	4,187,222
Total:	$15,213,792	$8,552,633

Combined TV network total for January exceeds by three quarters of a million dollars the combined total of the four radio networks (see story, page 24), NBC-TV's excess of $3 million over the NBC radio billings for the month more than outweighing superior radio billings of ABC and CBS over their TV networks and of Mutual over DuMont.

Relinquish ABC-TV Show

AT the request of ABC-TV, two advertisers, Lever Bros. and Warner-Hudnut, agreed to relinquish sponsorship of the $40,000 a week production, *Frances Langford-Don Ameche* (12 noon-1 p.m., Monday through Friday), effective last Friday. Advertisers were sponsoring six of the 20 quarter-hours per week and network felt production costs were too much.

Need a Good Film Spot..

AT A MODERATE PRICE TO FIT A LOW BUDGET?

FILMACK can make it, as they're doing for hundreds of advertisers the country over.

For 35 years FILMACK has produced top-quality film titles and messages for theatres and agencies. Experience counts. Our staff, complete lab, sound studio and camera equipment can save you time and money.

Send in your copy for estimate.
Our low prices will surprise you.

TV FILM SPOTS with AUDIO

AS LOW AS
8 Sec. $50
20 Sec. $80
1 Minute $150

Filmack Studios

1331 SOUTH WABASH AVENUE • CHICAGO 5, ILLINOIS

San Francisco

San Francisco has 3 TV stations. These stations give primary coverage of the San Francisco Bay Area and secondary coverage throughout Northern and Central California.

The leading San Francisco TV station is KRON-TV. This leadership is clear-cut month after month because • • • • • • • • •

With the market's highest TV antenna, KRON-TV provides unparalleled "Clear Sweep" coverage

KRON-TV presents the largest number of top-rated shows—more than the other two stations combined *(Pulse and Tele-Que)*

KRON-TV attracts the most viewers in every audience segment—men, women, teenagers, children *(Tele-Que — Pulse does not measure)*

KRON-TV serves the largest number of advertisers *(Rorabaugh)*

KRON-TV offers the greatest percentage of audience...both day and night, and throughout the week *(Tele-Que)*

Check with FREE & PETERS for availabilities!

THE SAN FRANCISCO TV STATION THAT PUTS MORE EYES ON **SPOTS**

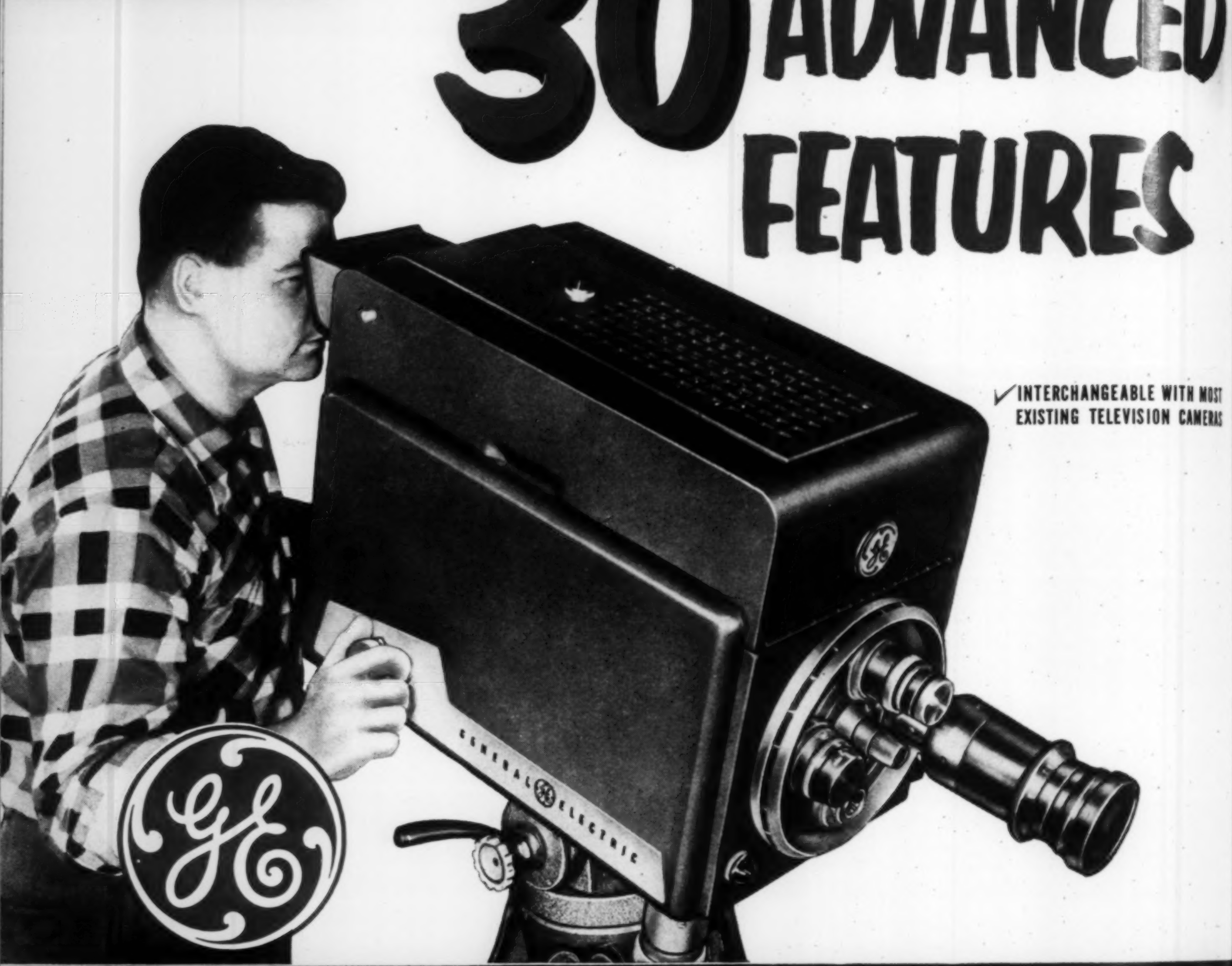
SAN FRANCISCO CHRONICLE • NBC AFFILIATE

SELL MORE ON CHANNEL 4

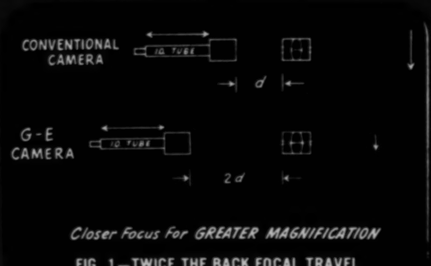
Free & Peters, Inc. offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco

Nothing like it
in the industry!

30 ADVANCED FEATURES



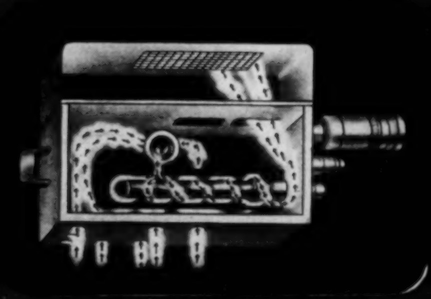
✓ INTERCHANGEABLE WITH MOST EXISTING TELEVISION CAMERAS



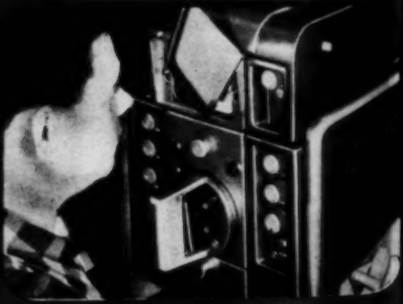
Closer Focus For GREATER MAGNIFICATION

FIG. 1—TWICE THE BACK FOCAL TRAVEL

✓ With short focal length lenses, G-E camera (bottom) can focus closer on subjects for greater magnification—up to 25 times.



✓ [illegible] blower provides full-length cooling of I.O. tube for long tube life and top picture quality.



✓ Flush, [illegible] window. Removable [illegible] unrestricted viewing. ✓ Recessed knobs [illegible] accidental misadjustment.

SEND FOR THIS NEW BULLETIN—Complete specs, diagrams and photographs of this new G-E TV Studio Camera Channel. Wire or write us for Bulletin ECB-5. *General Electric Company, Section 232-17, Electronics Park, Syracuse, New York.*

in new G-E studio camera channel!

Already in production and already in service, General Electric's Type PE-8-B represents another major engineering achievement in television from Electronics Park, world center for electronics research and development. Feature by feature—to give you unprecedented picture quality and simplicity of operation—this channel is far ahead of anything in its field today!

Check the advantages listed below. Compare them, point by point, with those of any other camera channel. Then call your G-E Broadcast Man and ask to see this new unit in action.

✓ **Twice the back focal travel** of conventional cameras! Now, for the first time you can focus on closer subjects with a long focal length lens. (See Fig. 1)

✓ **Silent blower** permits close-up operation without microphone pick-up.

✓ **Special shielding** around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.

✓ **Faster lenses supplied at no extra cost!**
50 mm – f2.3 100 mm – f2.3 152 mm – f2.7
✓ Lenses are positively indexed.

✓ **Circuits provide sweep failure protection** for your $1200 I.O. tube. ✓ Quick change sweep expansion switch prevents underscanning effects on the face of the tube.

✓ **Lens versatility.** More than 15 different TV lenses can be mounted without special adaptation.

✓ **Stabilized and friction-damped turret** prevents oscillation or sagging when shifting lenses or tilting camera.

✓ **Automatic engagement of focus control** when side door of camera is closed.

✓ **Low center of gravity in camera** and Fearless pan and tilt head assure stability and smooth operation.

✓ **Focus handle clutch** protects against damage and misalignment.

✓ **Removable I.O. yoke** with ball-bearing slide assembly and plug-in electrical connections.

✓ **Microphonics minimized.** No signal circuits included in control console.

✓ **Average brightness measurements** of channel picture can be made at the channel amplifier.

✓ **14 kv independent power supply** for monitor picture tube. ✓ Calibration input terminals supplied.

✓ **Change-over switch** for composite or non-composite signals.

✓ **Waveform monitor** includes IRE calibration scale.

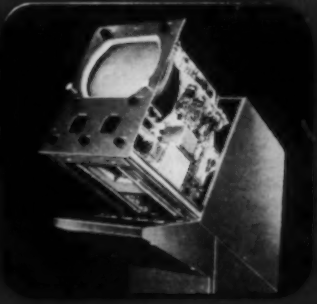
✓ **Simultaneous vertical and horizontal waveform presentation.**

✓ **Large quiet blower** provides ample monitor cooling.

✓ **Entire channel is factory-wired,** with all plug-in interconnections.

I.O. tube in 2 minutes! Remove thumb screw and turret. ✓ Easy lenses for safekeeping.

✓ Rapid focus by crank or knob. ✓ Use inside coupling knob (above) for focus during "line-up".



✓ Counter-balanced "draw-out" and removable panels for accessibility. ✓ 12½" aluminized picture tube.

✓ Convenient, accessible rack unit. 2-way telephone communication between rack, camera and control console.

You can put your confidence in—

GENERAL ELECTRIC

"Just Delivered the Latest Pulse Surveys"

KMA, Shenandoah, Iowa and KMTV, Omaha, are on top again!

KMA

The Most Listened to Station in Its Vast Rural Midwest Area

Pulse figures released in January, 1952 for 23 rural Iowa, Nebraska and Missouri counties show that KMA is the Most Listened to Station during 234 ¼-hour periods throughout the week. This is more than all other radio stations heard in this area combined. KMA delivers 117 additional BMB counties not included in the Pulse. (Total KMA area 140 BMB counties)

Not only is KMA the Most Listened to Station in the area, but KMA's rates are LOWER than any of the top 5 stations in the survey. KMA gives you more concentrated coverage of this rich, midwestern, rural market at *less than* ⅓ the cost of the 2nd place station. For complete details contact Avery Knodel or KMA today.

KMA

Shenandoah, Iowa

KMTV

Omaha's No. 1 TV Station

KMTV has done it again! Latest Pulse figures show that KMTV leads in 66 out of 100 Class A (6 to 11 P.M.) quarter-hours — Monday thru Friday. For the entire week, KMTV leads in 88 out of 140 Class A quarter-hours or *62.8%* of all Class A quarter-hours.

KMTV has a bright picture on afternoon ratings, too, with a 53% share of the weekday afternoon audience and a 54% share on Saturday. For the best in TV coverage of the rich Omaha area, contact the Katz Agency or KMTV today.

KMTV

TELEVISION CENTER

2615 Farnam St., Omaha 2, Nebraska

ABC—DUMONT—CBS

NBC-NRDGA SURVEY

Dept. Store TV Ads

TELEVISION is still in the experimental stage as an advertising medium for department stores, according to a survey made jointly by the National Retail Dry Goods Assn. and the Merchandising Department of NBC's O & O Stations Div.

Of the 92 stores replying to the questionnaires, only 33 use TV to 59 who do not, and the replies of those who are using the medium indicate little if any agreement on the proper video advertising procedures for retailers.

Stores responding to the survey are distributed over a wide range in size, from those with annual sales volumes of $2 million to those exceeding $50 million. Their time on TV runs from less than a year to five years, with the majority having used this new medium for one to three years.

Of 18 types of TV programs mentioned by the stores, shopping shows were reported by eight retailers, more than said they were using any other type of video advertising vehicles. Spots were reported by six stores; music, feature films and merchandise shows by four each; style shows and miscellaneous by three each; women commentators, sports, news, cooking, children's, variety, civic and quiz with two mentions apiece; and a single store reporting use of amateur and quiz shows. Some stores use more than one type of program in their TV advertising.

Program Times Vary

Time used by the stores for their video presentations runs from eight seconds to 90 minutes, with quarter-hour and half-hour programs the most popular, reported by 14 and 12 stores respectively. Store programs are telecast from one to five days a week, with the extremes reported by more stores (10 using TV five days a week and nine using it once weekly) than any amount in between.

Twenty-five of the 33 stores reported their store staffs produced their TV programs, either alone or with an agency and/or the station. Five reported their shows as produced by agencies and three employed outside show producers. More than a third of the stores (14) reported that they alone prepared the commercial copy for their TV presentations; the others work with an agency or station (10) or leave the task entirely to them (8). Manufacturers' films are used occasionally by 22 stores, rarely by one and never by 10.

Immediate sales were mentioned as the primary objective of video advertising by 20 of the 33 stores, with nine reporting institutional prestige as their main objective and four saying they aimed at both goals equally. Where immediate sales were the purpose, stores reported results as ranging from satisfactory to excellent, but with five stores admitting they do not know what they are.

Only six stores reported the percentage of their overall budgets allocated to TV, their answers ranging from one-20th of 1% to 9%. Asked about the source of their TV expenditures, five stores reported that TV money was an extra appropriation above the regular media budget and nine described it as extra appropriation plus vendor co-op money. Five said the TV funds came from other media and eight from other media plus vendor funds. Two reported TV financed by extra appropriations plus funds from other media; three extra, other media and vendor co-op, and one said vendor co-op money completely supported its TV advertising.

Top store executives participate in decisions about the stores' use of TV, the replies show, with 20 stores reporting the president or board chairman taking part in these decisions, 26 the publicity director, 18 the general merchandise manager and 14 the advertising manager.

TV Important in Future

Asked about the present and future importance of TV as a store sales medium, only one store urged others to "get on the band wagon" now, but most stores reported the opinion that TV will be important in the future. Three said that when color TV is here its use will be a "must" for retail stores.

High cost is retailers' main objection to TV today, cited by 18 stores, to seven who reported lack of personnel to supervise, five who said lack of good local time, three lack of good local talent, three lack of knowledge and three poor programming.

Of the stores who had tried TV but discontinued its use, 11 stated "too costly" as their reason, 13 blamed the failure of their TV campaigns to produce satisfactory sales results and six had seasonal shows.

Commenting on the survey results, Howard P. Abrahams, manager of the NRDGA Sales Promotion Div., pointed out that while retail stores were the first to use TV as they do other media—to produce immediate sales—results to date have not met the standards which retailing expects. The key to retailing's future use of TV, he said, might be found in a study of the successful retail shows now on the air, with emphasis on the items being advertised.

U. OF PA.-WPTZ (TV)

Educational Series Set

WPTZ (TV) Philadelphia, in cooperation with the U. of Pennsylvania, yesterday presented the first of a series of 10 Sunday telecasts.

The series combines the know-how of professional telecasters and the university's background of scholastic eminence.

Aim of the series, station officials said, is to dramatize the role higher education plays in community and national life and the effect it has on the welfare of every citizen.

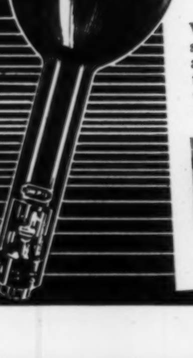
Using TV's dramatic-documentary techniques, the series, entitled *In the American Tradition*, employs studio facilities, remotes from the campus and laboratories and films.

Professional actors and writers are used except in those cases where university department heads, professors and students appear.

The mutual effort is an outgrowth of five months of study and discusions between Ernest B. Loveman, WPTZ vice president-general manager, and Dr. Kurt Peiser, vice president in charge of development at the university. A committee of 20 university officials and department heads, under the direction of Dr. Peiser, assisted in working out details.

Dr. Peiser commented, "It is to the credit of Station WPTZ and the industry that they have recognized television's use as a force for enlightenment and have rushed forward its achievement . . ."

Coordinating for WPTZ are Mr. Loveman and Rolland V. Tooke, assistant general manager. Elmer Jaspan of the station staff is producer-director.



Immediate Delivery IN STOCK AT ALLIED!

RCA-5WPII TRANSCRIBER KINESCOPE

We have the RCA-5WP11 Transcriber Kinescope in stock for *immediate* delivery. Our prices and conditions of sale are identical to those of the manufacturer. Save time and trouble—look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. **RCA-5WP11, $70.00**

Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO

Broadcast Division

833 West Jackson Blvd., Chicago 7

Call: HAymarket 1-7019

This Is The Brent Gunts Show!

. . . human interest

stars, gags . . .

fun, music, variety

At 9 A.M. fun *really* begins on the Brent Gunts Show. Stunts, stars, songs, surprises . . . every captivating caper that ever kept receptive eyes glued to a TV set. The Brent Gunts show is warm, friendly and entertaining.

Here is power - packed early-morning television programming that pays off big in profits for advertisers. The whole wonderful story is yours for the asking.

MORNINGS
9 TO 10 A.M.
MON. THRU FRI.

Television Baltimore

WBAL-TV

NBC In Maryland

NATIONALLY REPRESENTED BY
EDWARD PETRY & COMPANY

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

San Diego's
favorable, year-round
CLIMATE . . .
combined with
OCEAN and
DESERT and
MOUNTAIN
attractions . . .
drew
700,000
TOURISTS
in 1951!

Wise Buyers
BUY
KFMB
For
More
Business!

KFMB-TV
Channel 8
KFMB-AM
550 - K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

UTP SERIES SALES

Douglas Show Set March 30

SALES in such leading video markets as Boston, Pittsburgh, Washington, Cincinnati and San Francisco—many for sponsorship by automobile dealers and brewers—had been chalked up by last week when United Television Programs, New York video producers, announced a March 30 opening date for its newest series, *Hollywood Off Beat.*

TV film series, said to be the first acted, written and produced by nationally-known Hollywood talent, has already started a test run in some cities, according to Aaron Beckwith, UTP sales director.

Hollywood Off Beat features actor Melvin Douglas as an attorney who seeks reinstatement of his license, revoked under questionable circumstances. The story of his private-eye exploits was written by Rip Van Ronkle, author of the recent motion picture, "Destination Moon." Producer of the series is Marion Parsonnet, who is responsible for the Rita Hayworth picture, "Gilda," and who has produced some 40 segments of the live Faye Emerson show for television.

Background shots of the series were made in documentary style in Los Angeles, locale of *Hollywood Off Beat,* while rest of filming was done in the East's Parsonnet studios, which were enlarged for this production by the construction of special sound stages.

Join CBS-TV Spot Sales

APPOINTMENTS of John A. Schneider and Arthur C. Elliott as account executives on the New York staff of CBS-TV Spot Sales were scheduled to be announced today (Monday) by Sam Cook Digges, eastern sales manager. Mr. Schneider has been transferred from CBS-TV Spot Sales' Chicago office where he served as account executive for two years, having worked previously in sales capacities for NBC and WGN Chicago. Mr. Elliott assumes his position after having represented the DuMont Network and its stations in New York, Washington and Pittsburgh for three years.

EDUCATIONAL SERIES

Seen on Detroit Stations

COOPERATION given by Detroit TV stations to Michigan colleges and universities reportedly has greatly reduced pressure in the state for a private TV channel for educational institutions. WWJ-TV and WJBK-TV there have been telecasting programs which have an academic source.

At WWJ-TV, more than 2,500 registrations have been received for the second semester of the *U. of Michigan Telecourse,* a half hour program televised weekly from the Ann Arbor campus. The first university commencement ever telecast in Michigan was handled by WWJ-TV Jan. 31 when 1,045 Wayne U. students were granted degrees.

A 30-minute program marking the 75th anniversary of the founding of the U. of Detroit was seen by the TV audience over WJBK-TV. University, state and city officials were guests on the program.

SNADER BUDGET

Sets $3 Million on Film

HAVING set up its budget for the fiscal year starting in June, Snader Telescriptions Corp. will spend more than $3 million on new TV film product for 1952-53 season release.

Firm also expects to gross in excess of $5 million next year on "product we have produced and directed" and from "outside product we will take over for distribution through Snader Sales," according to Louis Snader, president.

Currently in New York to line up Broadway name artists and musical groups for the 3½ minute filmed telescriptions, Mr. Snader is also negotiating with James C. Petrillo for 1952-53 season renewal of his AFM contract which includes the 5% royalty agreement clause.

Mr. Snader declared that product contracts now in force in 58 TV markets will gross his firm "in excess of $3 million this year."

"There are $2 million in contracts outstanding at the moment for 1952 and this is only mid-March," he said.

The building of new TV film shows, both dramatic and musical, with Snader Telescriptions establishing its own "original music" department supervised by Harry Zimmerman, musical director, is planned for this year.

KNBH New Break Rates

KNBH (TV) Hollywood starts new Class C station break plan. Time between 11 a.m.-5 p.m., Monday through Friday, is offered at $50 net for 20-seconds and $25 net for 10-seconds. Purchasers of introductory offer will be protected from further increases for 13 weeks from effective date.

SUCCESS STORY
by
WOC-TV
W
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C
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"Davenport
Tops Previous
Records"
excerpt from
SALVATION ARMY'S
WAR CRY
February 16, '52

• DAVENPORT, Iowa — Using for the first time television appeals over WOC-TV and the "Tree of Lights" campaign, The Salvation Army here raised $5,342.43 during the 1951 Christmas effort.

Major Herbert Hester, corps commander, reports that the goal of $5,000 — $1,500 greater than any previous Christmas goal in this area — was attained by Christmas Day.

"We couldn't have accomplished this without the two marathon telecasts staged by WOC-TV," said Major Hester.

On Dec. 3, again on Dec. 17, WOC-TV aired marathon telecasts both starting at 10:45 p.m., for Salvation Army's Christmas fund. Using local talent, 1st program ran until 1:15 a.m., 2nd to 2:30 a.m.—just as long as pledges were phoned or brought into station. *Result*—WOC-TV VIEWERS PLEDGED $2,510 TO FUND.

Here's proof that WOC-TV delivers plenty of responsive viewers even after 10:45 p.m.—which is further verified by three advertisers using feature films in this late time segment. If interested in reaching this responsive audience, see your nearest F & P man, or contact us direct.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

SAG CONTRACT

Ballots Are Due Today

APPROXIMATELY 8,000 ballots sent Screen Actors Guild members last week for voting their approval of new basic agreement covering film actors employed by major motion picture companies are to be returned to SAG today (Monday).

With the ballots, members also received a seven-page detailed summary of changes in the guild's new contract. It includes additional gains in improved working conditions, other than those announced at the time agreement was reached with the major producers.

As previously disclosed [B•T, March 10], day player minimum is increased from $50 to $70 and weekly freelance minimum from $175 to $250. Basic wage rates are retroactive to January 1 with March 3 effective date for all other provisions.

With contract ratification by SAG members, it must have Wage Stabilization Board approval before being put into effect.

New contract retains major TV clause of former agreement. It gives SAG legal right to cancel its contract with a producer if the latter released any theatrical films to television which were made after Aug. 1, 1948, without first negotiating an agreement with the guild for additional payment to the actors who appear in such movies.

New clause covers producers who might enter TV film production. It provides that the production company will first agree to negotiate for minimum wages and working conditions for actors employed in such product. However, if agreement is not reached and SAG refuses to furnish actors for the TV films, such a stalemate would not affect the basic contract covering theatrical films.

SAG started preliminary discussions last week on a new contract with Independent Motion Picture Producers Assn. and Society of Independent Motion Picture Producers. It is expected the same contract as negotiated with major producers and containing same TV clauses, will be signed.

Alliance of Television Film Producers and SAG negotiators are to get together Wednesday night to open discussions on wage and working conditions for actors in TV films [B•T, March 10].

Allocations

(Continued from page 77)

but he wanted to assure that they be kept available for cooperative rather than exclusive use.

Because the state legislature was trying to adjourn by Saturday, the Commissioner of Education also sought appointment of a committee with authority to act for the state in negotiating how the new channels will be allocated. Legislation establishing such a committee was expected to have been started by the end of the week.

Noting that it was doubtful if any up-state institution would apply for its own channel, Dr. Wilson recognized "a very definite possibility" that a New York group was set to go. If no one group seeks FCC licensing, the channels will remain available for operation under the proposed state plan, he explained.

The commissioner identified the state plan last month as operation by an advisory committee—to include representatives of the state health, conservation, mental hygiene and commerce departments—to help operate and manage the state-wide stations. Local management, it was suggested, could be effected through similar, local advisory groups, composed of local public and private institutions, museums and libraries. These same institutions would also be asked to contribute to the $288,510 per year necessary for central control and the additional $145,620 for operating each station.

RTDG INITIATION FEE

Upped to $50 for TV

HOLLYWOOD Council of Radio and Television Directors Guild has rescinded its special $1 TV initiation fee. The standard initiation fee of $50 now applies to all new members, it was announced.

The dollar initiation was instituted in early days of Hollywood TV because low earnings of directors made the standard $50 a financial hardship, particularly for floor managers and associate directors, it was explained.

Growth of TV coupled with successful negotiations by RTDG for men at KNBH (TV)-NBC and KNXT (TV)-CBS dictates elimination of the special consideration, according to the guild. TV members now receive same consideration as those in radio and servicing of video membership requires greater expenditure of guild funds, RTDG Council noted.

Tower Sites

(Continued from page 77)

Part 17, and were worked out with the CAA a year ago.

If applicants come within the limits prescribed by the formulas, no CAA approval is necessary.

However, this applies only to antennas below 500 ft. All radiators above this figure have to be cleared with CAA.

Since it is most desirable to have CAA clearance before going into a hearing for a TV station—and since most such high towers are for areas where available channels will be hotly contested—most prospective TV applicants have been checking CAA regarding their tower heights and sites.

Where a conflict existed, regional airspace subcommittees have held informal hearings. Applicants have argued their cases so far with fairly good success.

There are 14 regional airspace subcommittees. It takes from 30 to 40 days to clear up antenna height-site problems with the CAA.

FIRST
forced-air cooled tube
... still a favorite

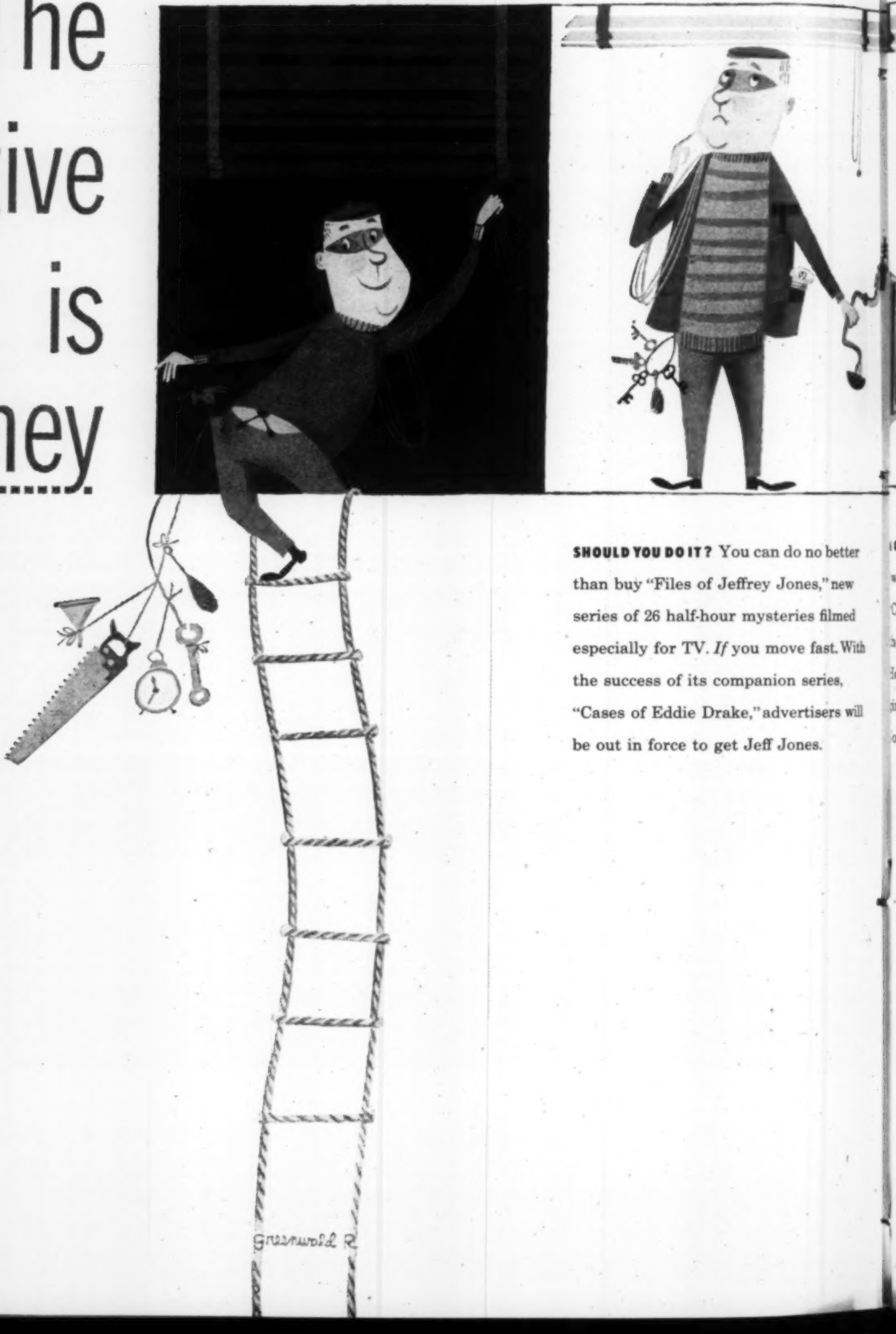
Back when forced-air cooled tubes were just a gleam in our eye, it took upwards of 5 gallons of water a minute to cool a power tube of this class. Today, it's done entirely with air. Benefits: greater convenience in maintenance and operation.

Forced-air cooling is only one example of RCA's never-ending efforts to bring you the best in modern tube design. Insist on RCA quality tubes for your station operations.

Your RCA Tube Distributor can supply tubes for your station in minimum time. Call him!

RCA
RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

The motive is money



SHOULD YOU DO IT? You can do no better than buy "Files of Jeffrey Jones," new series of 26 half-hour mysteries filmed especially for TV. *If* you move fast. With the success of its companion series, "Cases of Eddie Drake," advertisers will be out in force to get Jeff Jones.

ONE-M
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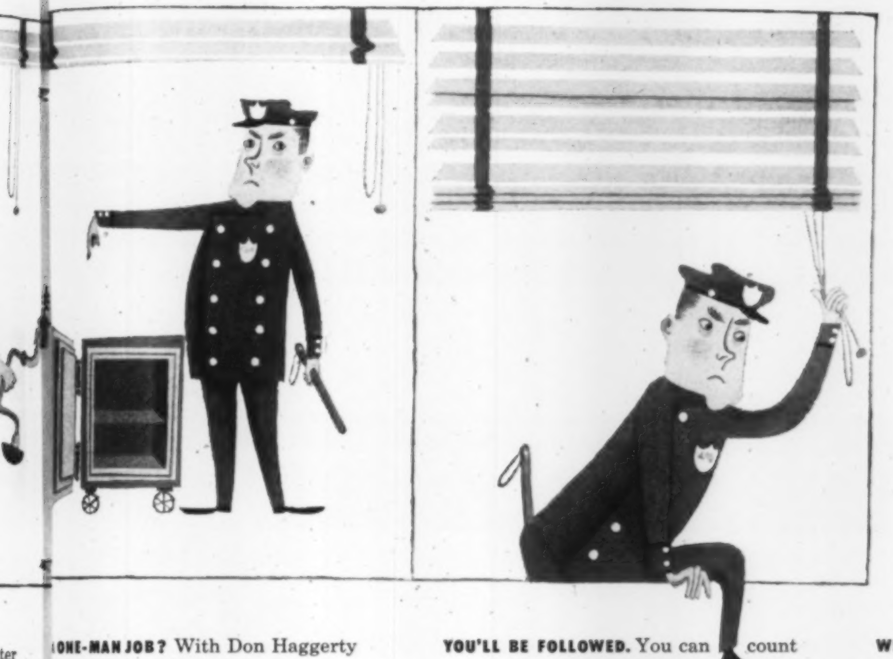


ONE-MAN JOB? With Don Haggerty who stars as rough-and-ready Eddie in Cases of Eddie Drake") as Jeff Jones, he cast includes such outstanding ollywood players as Gloria Henry as a irl reporter; Vince Barnett, Jeff's pal oe; and Tristram Coffin, Lt. Doyle.

YOU'LL BE FOLLOWED. You can count on a huge viewing audience keeping you in sight from first case to last. Because "Files of Jeffrey Jones" is *action* mystery… with ex-MP Jeff as a sports-minded private eye who never loses when the game is murder.

WHAT A PAYOFF! It's a crime, the money you'll make with "Files of Jeffrey Jones." You can still buy first-run rights in your TV markets (subject of course to prior sale). Your CBS Television Film Sales representative will be pleased to give you a private première showing.*

*Also available:
Cases of Eddie Drake
The Gene Autry Show
World's Immortal Operas
The Range Rider
Holiday in Paris (under option)
Strange Adventure
Vienna Philharmonic Orchestra
Hollywood on the Line

CBS TELEVISION FILM SALES

New York, Chicago, Los Angeles, Memphis and San Francisco

YESTERDAY.
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are
216,000
Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV
Channel 6
WFBM-TV
"First in Indiana"

telestatus

Educational Chann
Wins San Diego Vot

(Report 207)

NEARLY 75% of the people of San Diego believe that one of the TV channels to be assigned there should be for an educational station.

That's the answer to a survey of 2,800 people by 28 students of a San Diego State College class in public opinion measurement. The survey was conducted during December 1951 and January 1952 in the Southern California city under the direction of Dr. Oscar J. Kaplan, associate professor of psychology. The people queried were divided equally between men and women and were chosen to represent a cross section of the city.

This question was asked: "The government may license several new television stations in San Diego. Do you think that one of these should be set aside for the use of educational institutions or should all be operated on a commercial basis?" In reply, 74.8% said one should be educational, 12.4% said all should be commercial, 12.3% didn't know.

As people grow older, the less interested they are in TV, the survey found. In the 29-39 age bracket, 50.3% owned receivers; in the 40-59 group, 45.7% owned sets, and in the age unit above 60 only 25.7% owned sets. TV sets are owned by 44.4% of the population.

TV Builds Gate For Milwaukee Bouts

PROFESSIONAL wrestling has proven to be one of the most popular telecasts over WTMJ-TV Milwaukee. In turn, TV has boosted ringside attendance. When WTMJ-TV went on the air in December 1947, it began telecasting wrestling from Milwaukee's South Side armory. Attendance immediately began climbing from 200 to the hall's 650 capacity. March 1, a wrestling card filled a larger hall to its capacity of 12,821 and drew a record gate of $26,212. Latest coincidental survey by WTMJ-TV indicates that 54.1% of the more than 313,000 area sets are turned on during the 9:30-10:30 p.m. wrestling telecast.

* * *

Restoration Process For Film Reported

NEW PROCESS for reconditioning shrunken film, described by its developers as key to making available for TV and motion picture industry, revivals of film subjects that otherwise could not be reproduced, was announced last week by Peerless Film Processing Corp., New York and Hollywood.

The development, called "Peer-Renu," was said to be one "by which motion picture negatives stored for use in vaults and considered unusable because of exces shrinkage may be reconditioned t permit making commercially ac ceptable prints on continuous con tact-printing equipment."

* * *

Godfrey Tops ARB; Skelton Is Second

ACCORDING to rating figures re leased for February by American Research Bureau, Washington Arthur Godfrey's *Talent Scouts* took top honors in the nation for TV programs, replacing Red Skelton who was the January favorite Skelton slipped to second place last month and *You Bet Your Life* and *Texaco Star Theatre* tied for third place. Following is a list of first 10 TV shows with figures based on viewing for week of Feb. 1-7:

	Program	Ratin %
1	Talent Scouts (CBS)	52.
2	Red Skelton (NBC)	50.
3	You Bet Your Life (NBC)	49.
4	Star Theatre (NBC)	49.
5	I Love Lucy (CBS)	48.
6	Godfrey & Friends (CBS)	47.
7	Show of Shows (NBC)	42.
8	Mama (CBS)	41.
9	Philco TV Playhouse (NBC)	40.
10	Fireside Theatre (NBC)	40.

	Program	Homes (000)
1	Your Bet Your Life (NBC)	7,88
2	I Love Lucy (CBS)	7,70
3	Star Theatre (NBC)	7,69
4	Red Skelton (NBC)	7,40
5	Godfrey & Friends (CBS)	7,18
6	Show of Shows (NBC)	7,00
7	Fireside Theatre (NBC)	6,30
8	Philco TV Playhouse (NBC)	6,27
9	Comedy Hour (NBC)	6,00
10	Mama (CBS)	5,68

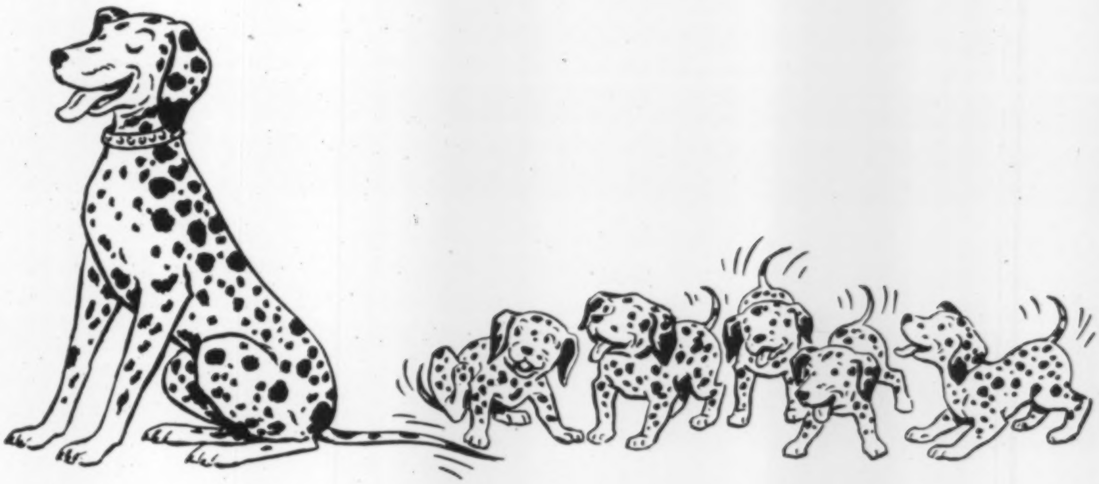
Weekly Television Summary—March 17, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	13,000
Ames	WOI-TV	82,631
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	367,436
Binghamton	WNBF-TV	53,585
Birmingham	WAFM-TV, WBRC-TV	90,000
Bloomington	WTTV	134,000
Boston	WBZ-TV, WNAC-TV	861,653
Buffalo	WBEN-TV	253,536
Charlotte	WBTV	132,338
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,095,185
Cincinnati	WCPO-TV, WKRC-TV, WLWT	335,000
Cleveland	WEWS, WNBK, WXEL	567,692
Columbus	WBNS-TV, WLWC, WTVN	217,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	157,868
Davenport-	WOC-TV	88,598
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000
Erie	WICU	82,765
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	157,868
Grand Rapids-	WOOD-TV	192,690
Greensboro	WFMY-TV	105,740
Houston	KPRC-TV	127,500
Huntington-Charleston	WSAZ-TV	78,880
Indianapolis	WFBM-TV	216,000
Jacksonville	WMBR-TV	53,000
Johnstown	WJAC-TV	138,454
Kalamazoo-	WKZO-TV	170,560
Kansas City	WDAF-TV	195,674
Lancaster	WGAL-TV	139,552
Lansing	WJIM-TV	82,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,232,000
Louisville	WAVE-TV, WHAS-TV	141,063
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	16,20
Memphis	WMCT	122,70
Miami	WTVJ	110,00
Milwaukee	WTMJ-TV	320,945
Minn.-St. Paul	KSTP-TV, WTCN-TV	310,30
Nashville	WSM-TV	62,335
New Haven	WNHC-TV	236,00
New Orleans	WDSU-TV	81,764
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,880,00
Newark	WATV	
Norfolk	WTAR-TV	107,10
Oklahoma City	WKY-TV	116,68
Omaha	KMTV, WOW-TV	122,47
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,010,00
Phoenix	KPHO-TV	55,10
Pittsburgh	WDTV	389,00
Providence	WJAR-TV	191,00
Richmond	WTVR	113,
Rochester	WHAM-TV	132,00
Rock Island	WHBF-TV	88,59
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	74,6
San Antonio	KEYL, WOAI-TV	70,4
San Diego	KFMB-TV	126,0
San Francisco	KGO-TV, KPIX, KRON-TV	329,2
Schenectady-Albany-Troy	WRGB	202,8
Seattle	KING-TV	129,3
St. Louis	KSD-TV	382,0
Syracuse	WHEN, WSYR-TV	171,1
Toledo	WSPD-TV	150,0
Tulsa	KOTV	108,2
Utica-Rome	WKTV	70,0
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	344,0
Wilmington	WDEL-TV	96,0

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 16,289,3

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric compani and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas necessarily approximate.



How to get 6 spots for the price of 1

Unique TV Announcement Plan Multiplies Merchandising Impact

Buy one spot on WPTZ's daily "Hollywood Playhouse" hour and you get five additional visual and aural mentions within the program.

This means, not just a single visit to the 100,000 of Philadelphia's million TV homes that watch this show daily, but *six* times that. What's more, this theatrical thorobred, now celebrating its 2nd Anniversary, is one of America's highest rated, daily television shows. And *you* dominate the whole hour at single participation cost.

A few "Spots" left for sale

Speak to any Philadelphia dealer about the unusual selling effectiveness of this exclusive WPTZ "6 for 1" feature. Then speak to us—or NBC Spot Sales. Quickly though, because there are only a few left.

WPTZ – Philadelphia

NBC
TV-AFFILIATE

More people watch WPTZ than any other Philadelphia TV station

1600 Architects Building, Philadelphia 3, Pa. LOcust 4-5500... or NBC Spot Sales

AROUND-THE-CLOCK *TV Outlet Begins 24-Hour Day*

WDTV (TV) Pittsburgh began commercial round-the-clock programming on a regular weekly schedule today. The DuMont station will program films from 1 a.m. to 7 a.m. five days a week.

Each of six sponsors has bought the new midnight-to-dawn *Swing Shift Theatre* for one day. Features are being supplied by Motion Pictures for Television Inc. Remainder of the early morning hours will be filled with shorts, serials and novelties.

Saturday sign-off was extended to accommodate feature film presentation after 1 a.m. Station will go dark at end of film on that day.

Only other station which programmed 24 hours a day was WCPO-TV Cincinnati. Late in 1950 it operated on a sun-up to sun-up basis for several months. At the present time the Cincinnati Scripps-Howard station runs from 7 a.m. to 2 a.m.

Decision to operate on a 24-hour basis was reached after requests from Pittsburgh swing shift workers for more TV after midnight, according to Harold C. Lund, general manager of the only TV station in Pittsburgh.

"More than 200,000 defense plant workers and others finish work at midnight," Mr. Lund explained, "and many of them have requested

★

shows during the time they relax after their labors. The idea found immediate favor with sponsors too."

Feature films are sold on a package basis for 13-week schedules. Shorts, serials and other programming material after the main feature are being sold on a spot basis—$25 per spot in packages of 10.

Because of its position in a one-channel city, WDTV has had to adapt its programming schedules almost from the start of its programming in 1949. One of its most publicized arrangements was the rotation of top-rated network shows.

In October, WDTV moved its sign-on from 11:30 a.m. to 9 a.m. In January the NBC-TV *Today* show with Dave Garroway forced the station to open at 7 a.m. Late in 1951, the sign-off was extended from midnight to 1 a.m.

The six sponsors who have bought the new *Swing Shift Theatre* features are: Rand Drug Co. (through W. Craig Chambers), Monday; Carling's Beer & Ale (Cabot & Coffman), Tuesday; Charles Antell (TV Adv. Assoc.), Wednesday; Central Drug Co. (Sussman Assoc.), Thursday; Dyke Motors (Jay Reich Agency), Friday; Herbert's Jewelry (Rothman-Gibbons), Saturday.

About 50 spots were sold to local advertisers by the end of last week for the remainder of the early morning hours.

Washington Watches *News*

LEIF EID

6:55—7 p.m.

Monday through Friday

Another member of NBC Washington's crack news team, Leif Eid has the highest-rated local television newscast in this market (average nightly rating—12.8 ARB, Feb., 1952)

NOW AVAILABLE

Watch Washington

Add to the District of Columbia nine Virginia counties, six in Maryland, one in West Virginia . . . and you have the WNBW coverage area, with a population of 1,717,200, an effective buying income of two and a half million dollars, and TV set ownership of 335,715 . . . an area that bears watching.

wnbw
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

DU MONT ELEVATES MARX

To Direct International Div.

ERNEST A. MARX, general manager of receiver sales division, has been appointed director of the international division of Allen B. DuMont Labs., according to Stanley F. Patten, vice president, at the corporation's Clifton, N. J. headquarters.

Mr. Marx

In the newly created post, Mr. Marx's assignment is to effect the same coordination and expansion that he managed when DuMont first undertook production of TV receivers. He will supervise all DuMont export activities, including licensing of foreign manufacturers for DuMont products.

Mr. Marx organized the receiver sales division after he joined the corporation in 1945, expanding the distributor representation to every TV market and to more than 2,000 retail outlets.

MICROWAVE RELAYS

TV Thaw Will Create Need

THAWING of the TV freeze will create a large demand for microwave relay equipment to link new stations with network facilities, William Balderston, Philco Corp. president, said last week in a letter to stockholders.

Mr. Balderston pointed out also that microwave radio relays are rapidly growing in importance and already represent one of the most promising industrial applications of electronics.

SMPTE Membership

INCREASED TV activity is stimulating new memberships in the Society of Motion Picture and Television Engineers, with a record 59 being added to the roster in February, according to board of directors' report. SMPTE has also announced dates and places for its next four semi-annual conventions as: April 21-25, Drake Hotel, Chicago; Oct. 6-10, Hotel Statler, Washington, D. C.; April 26-30, 1953, Hotel Statler, Los Angeles; Oct. 4-9, 1953, Hotel Statler, New York.

CUBAN TV CHAIN

Four Stations Are Linke

FORMATION of the Interior Ne
work of Circuito CMQ, Radioen
tro, Havana, Cuba, has been an
nounced by Goar Mestre, directo
general. Network consists of fol
lowing four TV stations: Cama
guey, Channel 6, and Matanza
Channel 9, both using DuMon
equipment and operating wit
500 w each; Santa Clara, Channe
5, and Santiago de Cuba, Channe
2, both using General Electri
equipment and operating wit
5 kw each.

Newspapermen, sponsors, adver
tising agents and Mr. and Mis
Television of 1951 took a chartere
plane March 8 from Havana an
visited new installations. No larg
scale celebration was held. Inau
guration consisted of a special pro
gram when announcement of th
network's formation was made.

New stations will be fed kine
scoped programs from CMQ-T
Havana and eventually will b
linked by microwave relay.

WILLIAM GRETZ BREWING Co
Philadelphia, is co-sponsoring *Hom*
Highlights Show on WCAU-TV Phi
adelphia, Tuesday and Thursday morn
ing, 11-11:30 a.m., effective March 1
Program is in addition to two other
sponsored by Gretz, *Ringside With th*
Rassler on Monday and *Cavalcade o*
Girls Thursday, both on WFIL-T
Philadelphia. Scheideler, Beck & Wer
ner, N. Y., is agency.

WOW-TV...

leads the way in

MIDWEST TELEVISION

- ★ WOW-TV serves one of the fastest growing TV markets in the United States
- ★ Every day an average of 125 families is added to the WOW-TV audience
- ★ Present total over 120,000 sets!
- ★ Low-cost, high-rated participations now available

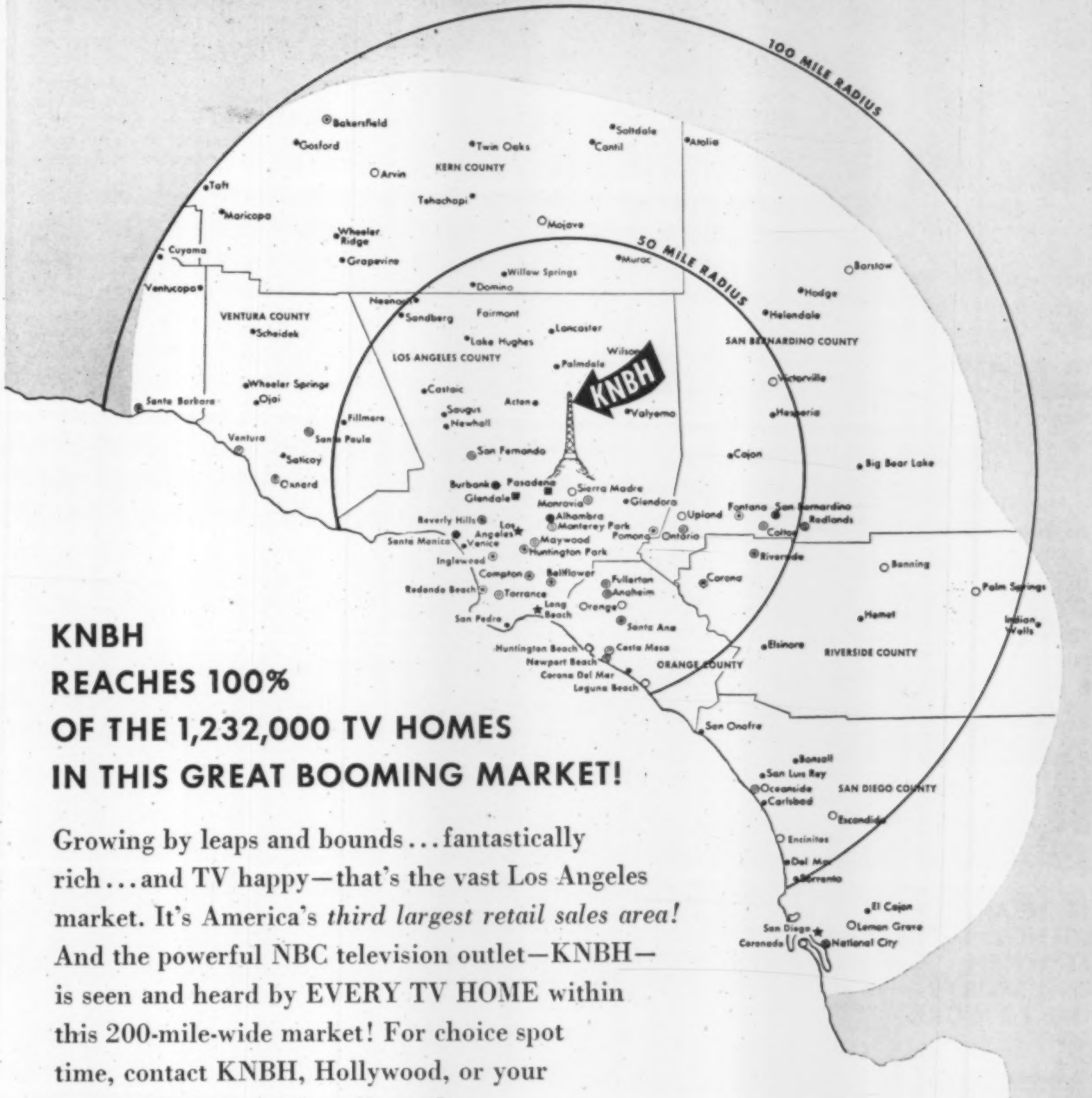
Wire or telephone your nearest John Blair—TV office or Fred Ebener, Sales Manager.

WEbster 3400

WOW-TV...
Channel
Six
A MEREDITH STATION

OMAHA
FRANK FOGARTY, General Manager

NO TV STATION BEATS KNBH IN BLANKETING SOUTHERN CALIFORNIA!


100 MILE RADIUS
50 MILE RADIUS
KNBH
Bakersfield
Gosford
Twin Oaks
Saltdale
Cantil
Atolia
Arvin
KERN COUNTY
Taft
Tehachapi
Maricopa
Mojave
Wheeler Ridge
Grapevine
Cuyama
Muroc
Willow Springs
Domino
Barstow
Ventucopa
Neenach
Sandberg
Fairmont
Hodge
Helendale
VENTURA COUNTY
Scheideck
Lancaster
Lake Hughes
Wilson
SAN BERNARDINO COUNTY
LOS ANGELES COUNTY
Palmdale
Victorville
Wheeler Springs
Ojai
Castaic
Acton
Santa Barbara
Saugus
Newhall
Valyermo
Hesperia
Fillmore
Ventura
Santa Paula
San Fernando
Cajon
Saticoy
Big Bear Lake
Oxnard
Burbank
Pasadena
Sierra Madre
Glendale
Monrovia
Glendora
Upland
Fontana
San Bernardino
Redlands
Beverly Hills
Los Angeles
Alhambra
Monterey Park
Santa Monica
Venice
Maywood
Pomona
Ontario
Colton
Huntington Park
Inglewood
Riverside
Banning
Compton
Bellflower
Fullerton
Corona
Redondo Beach
Torrance
Anaheim
Palm Springs
Long Beach
Orange
San Pedro
Santa Ana
Hemet
Indian Wells
Huntington Beach
Costa Mesa
Elsinore
RIVERSIDE COUNTY
Newport Beach
ORANGE COUNTY
Corona Del Mar
Laguna Beach
San Onofre
Bonsall
San Luis Rey
Oceanside
SAN DIEGO COUNTY
Carlsbad
Escondido
Encinitas
Del Mar
Sorrento
El Cajon
San Diego
Lemon Grove
Coronado
National City

KNBH REACHES 100% OF THE 1,232,000 TV HOMES IN THIS GREAT BOOMING MARKET!

Growing by leaps and bounds . . . fantastically rich . . . and TV happy—that's the vast Los Angeles market. It's America's *third largest retail sales area!* And the powerful NBC television outlet—KNBH—is seen and heard by EVERY TV HOME within this 200-mile-wide market! For choice spot time, contact KNBH, Hollywood, or your nearest NBC Spot Sales office today.

TO SELL THE BUYING MILLIONS

IN AMERICA'S *2ND LARGEST TV MARKET*

NBC HOLLYWOOD

KNBH channel 4

TELLS SYRACUSE

Dick Grossman, WHEN News and Sportscaster, can be counted on to be first with the important Syracuse local news.

Consistent news beats have established WHEN as the aggressive and reliable news station in Syracuse.

Complete facilities plus an alert news-gathering staff have made Dick Grossman's daily 6:20 and 11:00 P.M. news and sports programs a Central New York viewing habit.

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND PUT WHEN NEWS AND SPORTS PROGRAMS TO WORK FOR YOU!

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT

A MEREDITH TV STATION

TV SCRIPT PRIZE

Edward Lamb Offers $1,000

A $1,000 cash prize for the best original TV script has been offered by Edward Lamb owner of WTVN (TV) Columbus, Ohio, and WICU (TV) Erie, Pa.

Mr. Lamb said "there is great need in the United States for encouragement of creative people. We want to stimulate interest in the production of good playwriting for television."

In addition to the cash prize, the winning script will be produced for television over WTVN next fall.

Final judges for the contest were listed as Max Liebman, producer of NBC-TV *Your Show of Shows;* Margo Jones, managing director of the Dallas Theatre Inc., and Earl Wilson, newspaper columnist.

Contest rules follow:

Script must be original, running time not less than one half hour, not more than one hour.

All entries must be clipped or fastened into a cover with name of play, name and address of author on cover.

All scripts must be typed, in script form preferably, on 8½ x 11 paper, double spaced.

If script is to be returned, sufficient postage must be included with self-addressed envelope.

Winning script will automatically become property of the Edward Lamb Enterprises (for television and audio rights only).

All entries must be in or postmarked not later than July 31, 1952.

All entrants must register by not later than March 31, 1952 (no fee). This is to keep entrants informed on contest.

Winning script will be produced for the television public in the fall of 1952.

Right is reserved not to give the award during the time specified above if no script of good calibre is received.

No employe or members of families of employes of the Edward Lamb Enterprises or its affiliates is eligible to enter the contest.

All scripts, mail, inquiries etc. must be addressed to the Television Contest Editor, WTVN, Columbus, Ohio.

ALEXANDER FILM SALES

10% Increase Is Reported

NEW yearly sales record—a 10% increase in 1951—was reported by J. Don Alexander, president of Alexander Film Co., Colorado Springs, Col., at the annual stockholders' meeting.

The film company, which began in 1919, now has a syndicated library of 5,000 current TV spot commercials covering 52 different lines of business and in addition is producing specific theatre and video advertising films for some 50 of the nation's largest manufacturers, Mr. Alexander said.

Political Policy

POLITICAL business which would tie up three Baltimore TV stations simultaneously will not be accepted at WAAM (TV) that city, according to Ken Carter, general manager. Policy has been established because station officials feel viewers should be given a choice of television programs. WAAM, however, will offer comparable time to parties affected by the ruling consistent with good over-all programming.

ESTABLISHMENT of special TV film creative service by Gabriel Moulin Studios, San Francisco, means added duties for Charles Sayers (r), studio's motion picture director, and Don Briese, his assistant, who discuss plans for an animated commercial.

MICH. BILL KILLED

Asked Mandatory Gridcasts

A MICHIGAN State Senate committee has killed a bill which would have forced the U. of Michigan and Michigan State College to telecast their football games.

Of the five-man committee, two members supported the bill: Sen. Donald Gilbert of Saginaw, the bill's author, and Sen. Frank Andrew of Hillman.

Furthermore, the Michigan attorney general's office has ruled that Sen. Gilbert's proposal to sue the two schools under the state anti-trust laws is not in order.

'DRAGNET' SNAGS

Hits Budget Troubles

WITH 13 films completed and having run into budget troubles because of production costs, shooting of additional half-hour stories for NBC-TV *Dragnet* has been suspended until Liggett & Myers Tobacco Co. (Fatima cigarettes) decides on picking up the option for continuation of the series. Films were made by Jack Webb, star of series which he does also on NBC radio. He set up his own production company. Eight of the 13 programs are still to be telecast on alternate weeks.

Under the contract worked out, NBC and Mr. Webb were to budget each film at a maximum of $30,000, with the network and sponsor to split costs over $20,000. It is understood, however, that none were produced under $30,000, one reportedly costing $43,000.

Brodco Studios Fire

DAMAGES IN excess of $40,000 resulted from a March 2 fire of undetermined origin at Brodco Studios, Hollywood, headquarters of William F. Broidy Productions. Although the major sound stage was completely gutted, TV film production will not be halted, it was said. Film files were untouched.

'BIG TOWN' ON FILM

Re-Use Rights Granted

A NEW PLAN permitting concurrent sales of a Lever Bros. TV program to other advertisers in other markets has been announced.

Effected through a four-way agreement among Lever Bros.; its agency, Ruthrauff & Ryan; Gross-Krasne Productions, and United Television Programs; the plan calls for filming and then for primary and secondary distribution of Lever's *Big Town* video series which has been sponsored live for the past two seasons.

Big Town telecasts will switch from live performances to film on April 3, with production to be in the hands of the Jack Gross-Phil Krasne production team. Lever Bros. will continue its sponsorship on the CBS-TV network and six other stations.

United Television Programs will simultaneously distribute the films for first runs in the 29 TV markets not used by Lever Bros. and will make the films available to local sponsors, if they request it, on the same days and dates as the Lever Bros. versions are shown in the original cities.

UPT also has secured distribution rights for second runs in all markets, starting next October.

Announcement of the plan was made Wednesday by Willson Tuttle, vice president in charge of radio and TV for Ruthrauff & Ryan.

QUAD-CITIES

IOWA SCOTT CO. DAVENPORT EAST MOLINE ROCK ISLAND MOLINE ILLINOIS ROCK ISLAND CO.

AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

90,000 TV SETS
IN THE QUAD-CITY AREA

EACH month this TV set total is ascertained by Quad-City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians *well*—and advertisers *profitably*.

Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

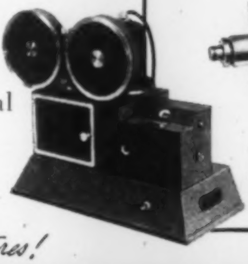
FORD-MERCURY ENDURANCE TESTS FILMED WITH A MAURER!

Photographed by Raphael G. Wolff Studios

Camera-men know that cameras as well as cars take a beating at the Ford proving grounds. That's why the MAURER 16mm. was chosen to film the rough-terrain tests of the new Ford-Mercury. When the results must be perfect no matter what the operating conditions, MAURER is *always* the answer. In actual field operations both from the tropics to the Arctic and abroad, the MAURER has proved to be the first choice among professionals for accuracy, top-flight performance and simplicity of operation. Because it meets so many varied needs, more and more producers of fine films are specifying the MAURER 16mm. — the ideal camera for every phase of professional motion picture production.

THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).



THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation. For details on this and other MAURER equipment, write:

*

maurer

means finer motion pictures!

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

16mm maurer

CABLE ADDRESS:
JAMAURER

FTL EQUIPMENT

Graybar to Distribute

AN AGREEMENT making Graybar Electric Co. national distributor of the television broadcasting equipment of Federal Telecommunication Labs., effective immediately, is being announced today (Monday) by J. W. La Marque, Graybar's general communication sales manager.

Mr. La Marque

Made in anticipation of early lifting of FCC's TV freeze, the agreement covers the complete line of Federal TV transmitting and studio equipment including transmitters, auxiliary equipment, antennas, cameras, TV film projectors, all studio equipment, mobile units, and microwave links.

Graybar, long a major distributor of AM and FM and non-broadcast electronic equipment as well as electrical supplies and appliances, thus is able also to offer the full range of equipment needed for a TV station, it was pointed out. Mr. La Marque estimated the cost of completely equipping a 5-kw VHF station at approximately $300,000 (including studios but not counting building costs).

FTL's latest TV microwave links are a feature of the line, which also includes Federal's sound-diplexing equipment; single and dual flying spot scanners; VHF and UHF transmitters and antennas, and complete auxiliary equipment including control apparatus, monitors, synchronizing equipment and camera equipment. Additionally, Graybar will distribute TV equipment of others among its suppliers: towers, for instance; transmission lines, audio equipment and studio lighting.

Graybar maintains some 108 principal distribution centers throughout the U. S. Its sales of Federal products will be handled by the electronics division of its general communication department.

Federal Telecommunications Labs., an associate of International Telephone & Telegraph Corp., has been active in the TV field abroad as well as in the U. S. Its South American installations include TV stations in Buenos Aires and Sao Paulo.

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS
RKO
PATHE, INC.
625 Madison Ave
N.Y. 22, N.Y. • PLaza 9-3600

film report

WITH distribution directed primarily toward local levels, **Prockter Syndications International Inc.**, New York Film distributor, announced last week the TV release of 68 features.

Thirty-three of the films were made in England, starring such British actors as **Ann Todd, Deborah Kerr, Ian Hunter** and **Patricia Roc.** American rights have been purchased outright, according to **Paul White,** PSI president, who added that most of the 33 films are very recent productions.

Another 35 features, produced between 1948 and 1950, have been obtained from **Mutual TV.** Like the British pictures, they include adventure stories, mystery and suspense films.

* * *

Lou Victor, production coordinator at Snader Telescriptions Corp., Beverly Hills, forms **Tele-Victory Corp.**, at 6331 Hollywood Blvd., Hollywood. Mr. Victor, as executive producer, and **Gilbert King**, general manager, plan television films of various lengths.

* * *

William LeBaron, motion picture producer, and **Boris Petroff**, director of Broadway musicals, plan distribution of 13 half-hour TV films titled *Musicomedy Theatre.* Mr. LeBaron will serve as executive producer and Mr. Petroff as co-producer-director on films based on original stories and music, each film separate in itself.

* * *

Illustrate Inc., Hollywood, is previewing animated TV film, *Peril Pinkerton,* in major TV markets to provide necessary background information for this series and future TV cartoon series. *Peril Pinkerton* satirizes old-fashioned melodrama, for adult audience, and is animated to attract children. Package is offered on five times weekly quarter-hour basis at $10,000 per week, according to **Don Dewer, Illustrate** president. During previews, prizes will be offered to children writing in best review of picture.

* * *

Production . . .

Educator Films, Hollywood, producing 13 half-hour educational TV films. *Primitive Adventure,* one in group of three completed, filmed in Guatemala, deals with Lacandones, nearly extinct descendants of the Mayas. Other subjects include new Israeli Army and Spanish government as it is today.

A 40-minute color film of 26th Los Angeles Open Golf Tournament is available from Educator at no charge.

* * *

New series of five-minute films titled *The Handyman,* starring **Norman Brokenshire,** to be produced by **Princeton** (N. J.) **Film Center** and **David Lown Productions**, New York. Series will be offered for local syndication beginning April 15.

* * *

Marathon TV Newsreel, New York, announces completion of new film titled *The Power to Fly,* which will be released to TV and newsreel theatres. **Konstantin Kalser, Marathon** executive editor, also reports company is working on continuous newsreel titled *Helicopters in the News.*

* * *

Sidney R. Ross Productions Inc., Beverly Hills, plans 39 half-hour western TV film series in color. **Tom Keene,** former western film star, will be featured in untitled series with **Morro & Yackinelli,** vaudeville team. **William Morris Agency,** Beverly Hills, is program packager.

* * *

Hour Glass Productions, Hollywood, headquartered at 6525 Sunset Blvd., newly formed with **Wanda Tuchock,** film writer, as writer-producer and **George de Normand,** film actor, as director. First 13 quarter-hour color TV film series, *Man of Tomorrow,* already completed, deals with today's American youth and his activities.

* * *

Dougfair Corp., Los Angeles, headed by **Douglas Fairbanks,** starts filming of 26 half-hour *Terry and the Pirates* TV film series. **Richard Irving** directs. **Sherman Harris** is production manager. Original plans called for **Odyssey Pictures** [B•T Jan. 7] headed by Mr. Fairbanks and Sol Lesser, to produce series.

Film People . . .

Donald E. Tomkins, director of radio and TV program procurement, Campbell-Ewald Co., New York, since 1949, has resigned to open his own consultant service.

* * *

Leonard Anderson, Video Varieties, to **Fairfield Films Inc.,** producers of *Joe DiMaggio's Dugout* for Buitoni Macaroni Corp., and the *Magic Clown* for Gold Medal Candy Corp.,

(Continued on page 99)

FCDA SERIES

Wide Coverage Noted

PHENOMENAL distribution of its *Survival* television series far in excess of coverage afforded other government public service programs is claimed by the Federal Civil Defense Administration, with commendation to NBC-TV and the rest of the industry.

The series originally was telecast live by NBC-TV last summer over a seven-week period. FCDA then decided to follow-through with kinescope distribution to most of the 64 critical target areas which also are TV centers. The programs are being shown for the second and, even, third times.

"There is no doubt that no other government public service series has had such wide distribution," Harold Azine, chief of FCDA's TV Section, informed BROADCASTING • TELECASTING. He praised the video industry and unions, as well as NBC, for making this possible by waiving usual contract provisions.

Mr. Azine also noted that the federal CD agency was able to secure such distribution at nominal production cost and that the monetary value of time used would run close to $250,000 when the campaign is completed.

This sum includes an estimated $136,000 of time for the seven-program series telecast by NBC-TV last July and August, and another $125,000 for subsequent distribution at local TV station card rates. Actual production cost for the original network series was $1,607 while printing of kinescopes for later distribution amounted to $3,710.

Tracing the *Survival* series, Mr. Azine said that 31 cities originally showed the complete series last summer and at least 39 others carried most of the programs. As of last Feb. 15, he said, kinescopes had been sent out to 31 cities. Commitments are set for blanketing other areas. Only three areas have registered refusals. Many NBC-TV affiliates are carrying the series again by kinescope.

FCDA has divided its program into 19 circuits or areas, comprising from three to five cities in each. When stations in one city have telecast the programs, the local civil defense director then passes them on to others in the circuit for use.

FCDA has received cooperation from NBC, BMI, the AFM and Television Authority. Requirements limiting re-telecasts to NBC-TV affiliates, use of kinescopes after 60 days and distribution to TV stations only were waived. After TV showings, films will be given to school and civic groups.

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In 26-new jungle films "The Big Game Hunt" top rated and sponsored in all markets now playing.

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A SERIES of 25 mystery and crime detection features, starring such names as Dean Jagger in "Revolt of the Zombies," Ginger Rogers in "Shriek in the Night," Melvyn Douglas in "Vampire Bat" plus other titles with Lyle Talbot, Donald Cook, Ralph Graves, Paul Lukas & Dorothy Stone.

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SO THIS IS WASHINGTON is one of the funniest pictures to date in our success-tested series of 6 Big LUM 'N' ABNER features. With audience appeal established by 17 years on radio, these "jot-'em-down" comedy partners offer side-splitting entertainment for the entire family. Lum 'n' Abner find themselves the park-bench advisers of the nation's big-wigs in 71 minutes of laughs that never let up.

For more information please write direct to the distributors.

VOA CRITICIZED
This Time by Jenner

CHARGE that the State Dept. spends "nearly every dollar" to foist "thought control over Americans" through the Voice of America and other information activities was unloosed by a Republican Senator March 8.

Sen. William E. Jenner (R-Ind.), in a statement issued in Washington, said that the Voice pays out large sums of money to radio networks, movie producers and freelance writers to expound the State Dept. view.

State Dept. information officers categorically denied the accusations, which were reminiscent of similar charges made last year on Capitol Hill. At that time the department was flayed for hiring network radio commentators for information programs overseas.

Sen. Jenner questioned whether "American publishers, editors, radio broadcasters, telegraph and cable companies who get large checks from the Voice are going to criticize it or tell the American people the critical remarks members of Congress say about the Voice."

Lincoln White, State Dept. press officer, countered that this has never been "any secret" and that in trying to apprise other countries of American opinion "we pay them for those services."

The GOP Senator is a member of the Senate Judiciary and Rules & Administration Committees. Budget requests for the VOA and other U. S. overseas information activities are currently pending before the Senate and House Appropriations Committees.

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'INSIDE OUR SCHOOLS' IN N.Y.
WNBC, WNBT (TV) to Air 'Life' Educational Series

BOTH RADIO and television are being used to show New Yorkers the facts of public education. WNBC and WNBT (TV) New York, in cooperation with *Life* magazine, are presenting the program series, *Inside Our Schools*, which began yesterday (Sunday).

During the coming four weeks, 70 different shows are to be aired on both outlets, with individual programs ranging from 15 minutes to three hours in length, Ted Cott, general manager of WNBC-WNBT, explained.

The series will incorporate programs designed to explain the theories and techniques of education from a general point of view as well as broadcasts to emphasize the particular aspects of the New York educational system. Specialists in various fields will be guest speakers.

Potential programs include three three-hour broadcasts conducted by City Council President Rudolph Halley to ferret out problems of New York education, with points ranging from use of narcotics by school children to selecting sites for school buildings.

Television cameras have been invited into classrooms to follow typical days in kindergartens, elementary grades and high schools, to telecast a meeting of the board of education, to report on what the children themselves, at all ages, think of their schooling, to show art classes and music studies, to attend parent-teacher meetings, to investigate how teachers are selected, to interview instructors, to watch night classes and adult education, to look at parochial schools and even to participate in school lunches.

Use of radio and TV to educate children will be the subject of one program. Other characteristic New York experiments to be reported on are: Election of a parents' committee to help operate a Bronx school; "class mothers," who as parents participate in daily school classes; how a non-English-speaking girl gets adjusted and is absorbed into the school system; student drills for atomic attack; vocational programs for professional children of the theatre; visits to the *S.S. John W. Brown* where students are training for maritime occupations; vocational study of printing and garment-making and a farming school in Flushing for city children.

Series extends the education study instituted by *Life* magazine last summer and already conducted on local stations in such cities as Louisville and St. Louis. Plans call for offering *Inside Our Schools*, with March of Time personnel to supervise local production on both radio and television, to most major markets.

PETERSON NOMINATION
Is Delayed in Senate

CONFIRMATION of the nomination of Ivar H. Peterson, former NAB attorney, as a member of the National Labor Relations Board was withheld by the Senate last week after favorable consideration by the Labor and Public Welfare Committee.

The nomination hit a snag in the upper chamber and was passed over on objection from Sen. Herman Welker (R-Ida.) and in spite of floor support from Sen. Wayne Morse (R-Ore.), for whom Mr. Peterson has been executive assistant.

The Senate Labor Committee had unanimously approved Mr. Peterson without hearing, despite opposition in a letter filed with the committee by Robert Denham, former NLRB general counsel, and with Sen. Morse's office. The Senate will consider the nomination on the next call of the executive calendar.

Mr. Peterson was assistant general counsel of NLRB until January 1946 when he joined NAB's Employe-Employer Relations Dept. as assistant director. He later transferred to the association's Legal Dept. as an attorney. He resigned in the fall of 1948.

LIQUOR ADV. IN CANADA
May Seek Lift of Ont. Ban

POSSIBILITY of allowing direct liquor and beer advertising in Ontario was intimated by Premier Leslie Frost of Ontario when meeting a delegation of the Ontario Temperance Federation at the Ontario Parliament Bldgs., Toronto.

Ontario now forbids brand name advertising of liquor, beer and wine and only allows "public interest" advertising of an institutional nature. Neighboring Quebec province and neighboring states south of the international border allow radio advertising of liquors, and as a result "at present we have no control over such advertising," the premier told the delegation.

"I am inclined to think it might be better to allow direct liquor advertising in Ontario where we should be able to keep it under strict control," he stated. At present publications printed in Toronto are distributed from Montreal to avoid the Ontario liquor advertising regulations. Similarly such advertising is heard by Ontario listeners from Quebec and U. S. stations, the advertising originating in Ontario.

PLAQUE for outstanding public service in 1951 was presented to KEYL San Antonio, Tex., by city's Junior Chamber of Commerce. Station was specially commended for its work on Jaycee's Orphans Christmas Fund campaign.

FLETCHER FIRM
Uncle Joins Nephew

LT. COL. ARTHUR L. FLETCHER, active in labor relations and wage-hour activities, last week became associated in law practice with his nephew, Frank U. Fletcher, Washington radio attorney and former NARTB board member. Offices are in the Munsey Bldg., Washington, and in Raleigh, N. C.

Lt. Col. Fletcher is chairman of the State Advisory Council, North Carolina Employment Security Commission, and is a member of the Small Business Committee. Before the war he was assistant administrator, Wage & Hour Division, U. S. Dept. of Labor. During the war he was a member of the Presidential Appeal Board, Selective Service System. In World War I he was a captain in the Field Artillery. He is a graduate of Wake Forest College and U. of North Carolina.

In the new law office, Lt. Col. Fletcher will specialize in labor law and labor relations problems. His army status is lieutenant colonel, retired.

Lt. Col. Fletcher

Frank Fletcher

World Affairs Meet

SIXTH annual World Affairs Institute, sponsored by Crosley Broadcasting Corp. in cooperation with the Cincinnati Rotary Club and the Cincinnati World Affairs Council, was held March 7-8 in Cincinnati. It was attended by 600 high school students from the Ohio-Indiana - Kentucky - West Virginia area as well as by 400 adults. Internationally known news correspondents and Congressmen were featured speakers. John Duncan Miller, chief American correspondent for the *London Times*, was principal speaker. His address was broadcast over WLW Cincinnati. A student panel recorded their discussion for Voice of America and for broadcast on WLW. North Atlantic Treaty Organization was main topic.

WHBI 30th Anniversary

WHBI Newark, N. J., on March 11 celebrated its 30th year of continuous broadcasting. Station began as WBS, later known as WGCP, but has used the call of WHBI for the past 20 years. Now owned and operated by the May Radio Broadcast Corp., WHBI is known as "The Gospel Station of the Nation" because of its policy of devoting 17 of its 18 hours of broadcasting to religious programming.

Film Report

(Continued from page 96)

s vice president in charge of production.

* * *

orman Winter, editor *Hollywood ife* magazine, to **Jerry Courneya roductions**, Beverly Hills, as direcr of advertising and promotion.

* * *

orothy De Mayo, head of TV department Lippert Pictures, Inc., ollywood, to United Producers tudio, Beverly Hills, as studio anager.

* * *

ichael Kraike, producer Universal ternational Pictures, Universal ity, Calif., to **Edward Small Proctions**, Hollywood, as TV and feare film producer.

* * *

arney Sarecky, TV and feature m producer, to **Revue Productions**, ollywood, subsidiary MCA, in milar capacity.

* * *

arold Young, former contract diector for Universal International d Paramount Pictures, will direct w TV-film series, *Criminal Instigations—U. S. Army*, based on ficial files of the criminal investiion division of the U. S. Army.

* * *

Graham, dialogue and test direc, **Phildan TV Productions**, Hollyod, to direct 13 half-hour TV film ries, *Career for Cathy*, starting y 6. **Dan Hadzick** produces.

* * *

bby Berlin signed by **Roland Reed roductions**, Culver City, to direct *ocky Jones, Space Ranger*, halfour TV film series.

* * *

eorge Archainbaud, Hollywood TV m director, signed by **Cosman roductions**, Culver City, to direct *the Law*, 13 half-hour TV film ries starring **George Raft**, film tor. **Harold Chiles**, casting direcr Republic Pictures, Hollywood, **Cosman Productions**, Culver ty, in similar capacity.

* * *

hildan TV Productions, Hollyod, signs **Raoul Kraushaar** as sical director for half-hour TV m series based on **Ernest Haycox** ories.

* * *

ddy Hart, vaudeville actor, headquartered at Hal Roach Studios, Culver City, to produce and star in half-hour TV film series, *Knights of Sanitation*.

* * *

Charles O'Neil, writer current Broadway musical, "Three Wishes for Jamie," signed by **Screen Gems Inc.**, Hollywood, to write "The Story of Nathaniel Hawthorne" for duPont Co. *Cavalcade of America* TV film series.

* * *

William Hadzick, assistant to Michael Phillips, president and executive producer of **Phildan TV Productions**, Hollywood, adds duties of story editor.

* * *

Richard Irving, TV film director for **Revue Productions**, Hollywood subsidiary of MCA, also named story editor.

* * *

Arnold Marquis, president **Arnold Marquis Productions**, Hollywood, to write-produce-direct radio program commemorating Boys and Girls Week, April 26. For six consecutive years, Mr. Marquis has handled nationwide program.

NINETY YEARS in broadcasting is the record of these NBC Chicago veterans. Pianist Herbie Mintz (r) who celebrated 30 years in radio and TV last month, receives oldtime carbon mike from A. W. (Sen) Kaney (l), supervisor of production services, and Jules Herbuveaux (c), television manager. Mr. Kaney was chief announcer at the old KYW in Chicago when Mr. Mintz made his first radio appearance. Mr. Herbuveaux conducted the orchestra.

EMERGENCY LAWS

Hill Study Is Underway

CLOSE scrutiny of President Truman's request for extension of some 60 emergency powers which expire with ratification of the Japanese Peace Treaty is now underway in Congress.

A House Judiciary subcommittee, headed by Rep. Michael A. Feighan (D-Ohio), started hearings Feb. 27. Legislative basis is a joint resolution (H J Res 386) introduced Feb. 20 by Chairman Emanuel Celler (D-N. Y.) of the full Judiciary Committee.

Mostly the powers are those spelled out in statutes enacted in September 1939 and May 1941 and do not involve radio communications. Among powers Mr. Truman seeks to extend are those dealing with penalties for disclosing defense information and committing sabotage. Seizure of the nation's transportation systems is another.

The Chief Executive, in asking Congress to take "urgent" action, said the purpose is "to insure the continuation of certain specific powers which the government is exercising for the preservation of the national security." These powers "exist now only because we are still technically in a state of war," he said.

"The only state of war still existing between this country and others is the state of war with Japan," Mr. Truman asserted. The Japanese Peace Treaty is expected to become effective in April.

Rep. Feighan promised that his group would approve only those powers actually needed for security and would not "rubber-stamp" them indiscriminately. Members of the Senate Judiciary Committee also said the statutes would be weighed on their "individual merits."

Delivering defense information with intent to harm the U. S. in time of war is punishable by death or 30 years imprisonment. Penalty for sabotaging war materials in time of war is 30 years or $10,000 fine, or both.

The Presidential draft of powers was prepared and approved by Secretary of Defense Robert Lovett, Attorney General J. Howard McGrath and Chairman Jack Gorrie of the National Security Resources Board. The powers would be retained generally until six months after the termination of the present emergency (proclaimed Dec. 16, 1950) or earlier dates fixed by concurrent resolution of Congress.

Hurry & Wait

HOTEL accommodations for the 1953 convention of the Canadian Assn. of Broadcasters are now being urged on Canadian broadcasters by the CAB. The 1953 convention will be held at the Mount Royal Hotel, Montreal, March 9-12. The CAB meeting this year is set March 24-27 at Toronto.

AUTRY DEED

Retold by WSUI Iowa City

RADIO-TV star Gene Autry braved snow and ice during the Midwest's greater storms of the season, WSUI Iowa City reports, in order to keep a date with 50 crippled children in the Crippled Children's Hospital at the State U. of Iowa.

Mr. Autry was scheduled for afternoon and evening shows in Cedar Rapids, which is 27 miles from Iowa City. His troupe was to arrive by plane at Cedar Rapids the morning of the show. Mr. Autry was to travel to Iowa City for an early afternoon visit to the hospital and then return to Cedar Rapids for a 4:30 matinee.

Snow and high winds forced the plane down at Independence, Iowa, and the cowboy star and company traveled the rest of the way by auto, arriving in Cedar Rapids less than three hours before show time. However, Mr. Autry rushed to the hospital over ice-glazed roads with a state highway patrolman escort, and started his ward-to-ward visit about 2:30 p.m., talking with the children and singing several songs.

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WEISS COMMENDED

Following NPA Resignation

RESIGNATION of Lewis Allen Weiss, former network executive, as assistant administrator for the Office of Civilian Requirements was announced "with sincere regret" March 7 by Henry H. Fowler, administrator of National Production Authority [B•T, March 3].

Mr. Fowler praised the former board chairman of Don Lee "for the fine job you have performed in directing NPA's efforts to assure the flow of goods and services essential to the civilian economy during this national emergency." Mr. Weiss had been serving with NPA without compensation since Jan. 15, 1951.

The appointment of Walter J. Curry, deputy assistant in OCR, to succeed Mr. Weiss effective April 1 was expected momentarily. Mr. Curry formerly was representative of Avco Mfg. Corp. and Standard Brands Ltd. in Europe.

Mr. Weiss will take an extended vacation in Europe before returning to the Hughes Aircraft Co., Culver City, Calif., where he is management advisor. He is expected to sail for Naples around April 22 and return late in July.

A veteran of the radio industry for over 25 years, Mr. Weiss was MBS board chairman from 1947 to 1949 and board member when he retired in November 1950. He also was president and director of the Pacific Northwest Broadcasting System, Don Lee Broadcasting System and California Broadcasters Inc. from 1943 to 1950. He also is a past director of the Television Broadcasters Assn.

WINTER festival was promoted by WGAR Cleveland with station's top personalities taking active part. Feature of festival, which drew 1,500 people, was skating contest among WGAR talent with Carl E. George (r), station's general manager, acting as starter. L to r: Bill Mayer, morning disc jockey; Glenn Bammann, sports announcer; Jim Orgill, *Ladies Day* personality; Hal Morgan, nighttime disc jockey, and Mr. George. Mr. Morgan won over Mr. Mayer in close finish. Festival included over 25 Silver Skates races and eight figure skating acts. Station awarded 20 first-place trophies to winners. Funds were contributed to Cleveland Area Heart Society Fund.

PROCUREMENT POLICY

Centralized in Munitions Board

GREATER civilian authority for determining basic procurement policies of the armed services—for the procurement of electronics and other vital equipment—will be centralized hereafter in the Munitions Board, it was revealed last week.

Board Chairman John Small revealed the move on the basis of notification from Secretary of Defense Robert Lovett. While it has not been generally known, procurement policy heretofore has rested unofficially in the hands of one committee—the Armed Services Procurement Regulations Conference, comprising members of all military branches. Representatives report to members of the Munitions Board.

Chairman Small told a House Executive Expenditures subcommittee that over 75% of procurement dollars are assigned to single or joint service programs and the remaining items, "with the exception of electronics, are relatively small in dollar value."

Communications Essay

DR. ARNO HUTH of the New School for Social Research, New York, has written a booklet entitled "Communications and Economic Development" for the Carnegie Endowment for International Peace, 405 W. 117th St., New York 27. In his essay, Dr. Huth pays high tribute to radio, which he describes as the "most powerful and most important medium of mass communication."

MORE TAX WRITE-OFFS

Granted Electronic Firms

INVESTMENTS totaling over $1 million for electronic manufacturers are included in a list of companies granted rapid tax write-offs by the Defense Production Administration for the period Feb. 4-16. Over 20 electronic applications were approved for expanded or new plant facilities estimated at $1,252,511.

Products or services spelled out in the grants included electronic tubes and other parts and equipment. Firms receiving approval were Raytheon Mfg. Co., Transducer Corp., Technology Instrument Corp., Gilbert & Barker Mfg. Co., Hillyer Instrument Co., Anton Machine Works, L. H. Terpening Co., Romac Products Co., Daystrom Electric Corp., Sylvania Electric Products, Carborundum Corp., Snyder Mfg. Co., Melpar Inc., Magnavox Co., Cook Electric Co., Supreme Products Inc., Telecomputing Corp. and Babcock Radio Engineering.

These approvals are in addition to those granted for electronic firms for aircraft and related equipment. Total of $836,972,000 in investments was estimated for some 630 applications approved by DPA.

EQUIPMENT STATUS

NPA Is Given Report

APPROXIMATELY 70 types of radio receiving tubes are in short supply and certain test equipment using nickel, cobalt and tungsten are acutely scarce, according to a survey prepared by the National Electronic Distributors Assn.

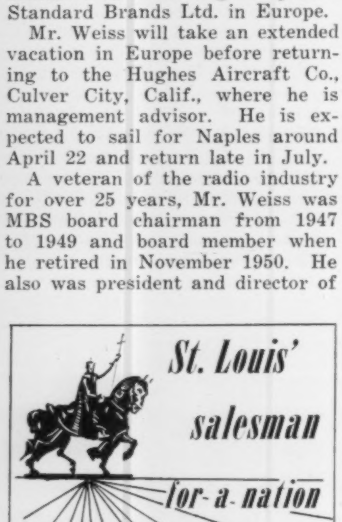
The results were revealed last Monday by the Electronic Parts and Components Distributors Industry Advisory Committee at a meeting with the National Production Authority. The group reported that some components manufacturers are giving more prompt deliveries on unrated defense orders. Rated orders delay delivery as much as 30 days, the committee said.

A majority of the committee, according to NPA, recommended that electronic tubes, component parts and accessories be excluded from rating lists to save paper work on the part of manufacturers. Easing of the general supply situation generally was attributed to decreased demands for television receivers.

In shortest supply, the unit reported, are test equipment, relays, connectors, panel instruments and other products using scarce materials. Flow of parts for repairmen and others using MRO (maintenance, repair and operating) supplies has proved satisfactory, the group reported.

Radio Industries Ruling

RADIO INDUSTRIES Inc., Chicago, Ill., manufacturer of radio-TV parts, was ordered by the National Labor Relations Board last week to cease supporting its employes committee and discouraging membership in Local 1031 of the International Brotherhood of Electrical Workers (AFL). In an intermediate report and recommended order handed down by Trial Examiner Lloyd Buchanan, it also was proposed that the firm reinstate one employe and make pay restitutions to others. Radio Industries was absolved of engaging in "unfair labor practices" by discharging 14 other employes.



St. Louis' salesman for-a-nation celebrates an anniversary today

KWK 25th year 1927-1952

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KWK

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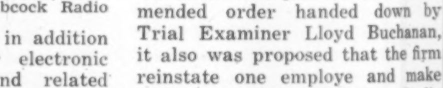

You're MISSING something

if you don't see the

COLLINS RADIO COMPANY

announcement ad in

Broadcasting-Telecasting March 24

HOW whipped together with less than an hour's notice is joying wide success according to ICU (TV) Erie, Pa. *Breakfast th the Staffers*, aired 15 minutes ly since its inception a month , features Jim Caselle, Earl lde, two coffee cups and an occa- nal guest. Station reports over letters commented favorably the show the first 24 hours, con- ered good enough reason to con- ue it as a regular program.

• • •

RKET FACTS

FERENCE folder containing ts about rich growing market coverage area of KCMC-AM-FM xarkana, Tex. and Ark., KWFC Springs and KAMD Camden, h Ark., has been sent to station resentatives and advertisers. In p fashion, tear sheets illustrate at area holds in ready sales and a potential market. Rate card d program presentation form o are enclosed in the folder.

• • •

ONOMY STRESSED

OD food buys are being aired kly as a public service feature Bernice Hulin on *What's kin'*, KSTP-TV Minneapolis-St. l women's program. Miss Hulin, cooperation with the Office of ce Stabilization, prepares a nu of the week" aimed at nomy and nutritional value in al planning. Menu lists costs of h food item and cost of the en- meal plan. Copies are mailed request.

• • •

CCESS STORY

NE-PAGE booklet, "The Story the Fabulous KTLA," is being tributed to advertisers by that Angeles TV station. Copy s attention to the business rea- s for the station's success and phasizes local live talent pro- ms.

• • •

ESTS APPEAR

CAL and visiting personalities the Miami area will provide for- t for a new Monday program m midnight to 2 a.m. on WTVJ V) Miami. Interviews will be d on *Clover Club Date* originat- from a downtown lounge of the e name. Art Green, radio-TV sonality, is m.c.

programs promotion premiums

NEW WHODUNIT

PROGRAM built around complete mystery story each evening with full clues and conviction of the criminal was premiered last week on WIP Philadelphia. Calls are made to armchair detectives at show's end. If listener can give exact clues, sponsor, Sealy Mattress Co., Phila., awards him $25. Failure to answer correctly adds $5 to original amount which is carried over to next evening's *Calling All Detectives*.

• • •

DRUG CAMPAIGN

THREE thousand drug stores in Ohio, Kentucky, Indiana and West Virginia are participating in a merchandising drive sponsored by WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, all Ohio stations of Crosley Broadcasting Corp. Featured in the drive are 42 WLW - advertised products. Stores have been supplied with kits containing banners, price markers and window posters pertaining to the campaign.

• • •

MONEY TALKS

STAFF members of WORC Worcester, Mass., make the rounds of city restaurants and night spots each evening passing out nickels and cards to customers. Card suggests recipient use the coin to select his favorite on the juke box and during the day to tune in the station to hear favorite music. Card is signed by Dick Smith, WORC's early morning personality.

• • •

BEHIND MOVIE SCENES

NEWS analyst Edward R. Murrow of CBS-TV's *See It Now* has taken a camera crew to Hollywood to record the history of a motion picture scene from its conception till the time it is actually filmed. Example scene will be one from Samuel Goldwyn's "Hans Christian Andersen" and will be seen on Mr. Murrow's TV show at an unannounced date.

CONTRIBUTION GIMMICK

LACK of Sunday elevator service in the building where WORL Boston is located resulted in unexpected donations for the Heart Fund and a free lunch for Alan Dary, disc jockey, and his engineer, Bill Watkins. Mr. Dary, who couldn't get out to lunch, announced he would lower a bucket from seventh floor window in mid-afternoon and any donations in the way of food or contributions would be greatly appreciated. Response caused a minor traffic jam when a crowd arrived at the designated time to comply with Mr. Dary's request.

• • •

QUESTIONS ANSWERED

COMMUNITY and school ties are being strengthened in Cincinnati with *UC in the Home* on WKRC-TV, an informal weekly presentation featuring instructors from the U. of Cincinnati. Questions from viewers are answered by Richard H. Durrell, department of geology and geography, who plays host to program guests from the faculty.

• • •

HISTORIC SERIES

PRIDE in its community's heritage is indicated by WBRY Waterbury, Conn., in a series of programs dramatizing the history of the city. Research and writing of the series, planned for presentation a half hour weekly for six weeks, was done by Bob Noah, Bob Holczer and Walter Howard, all staff members. Series is titled *Place Without Trees*, which is the translation for Mattatuck, the city's original name.

• • •

WELCOME MAT

AVERAGE of 50 Tulsa newcomers are greeted each week by personal letters from KTUL Tulsa's vice president - general manager, John Esau, and Program Director Karl Janssen, welcoming them to Tulsa and inviting them to enjoy the best in radio over KTUL. Letters are accompanied by printed promotional program schedule. Follow-up comes a week later with another letter from the KTUL promotion department containing a small pack of emory boards suggesting newcomer "file" this thought: "Wherever You Go There's Radio—and in Tulsa, It's KTUL."

• • •

REAL THING

SECOND semester internship in radio news know-how has begun at KHQ Spokane for college journalism students in three colleges in the Spokane area. Actual news editing experience under staff supervision is given with a student being assigned to one editor for an entire semester. Hours when the student is to be in the studio are fitted to his college schedule.

BOTTLE DOLLARS

CHILDREN under 12 are invited to participate in *Kiddies Jubilee Auction*, new promotional program heard on KVOO Tulsa, Okla., for Hawk's Home Town ice cream and dairy products. Children bid for gifts auctioned in a local theatre with "Hawk Dollars" which may be obtained by turning in Hawk's ice cream cartons or milk bottle tops to the dairy plant.

• • •

THREE WAY PROMOTION

FOOD FAIR Supermarkets, Washington, D. C., and Mark Evans, WTOP - AM - FM - TV personality, team up for a grocery promotion campaign scheduled for 12 days commencing March 24. Twelve chain stores will feature "Mark Evans Week" in cross promotion in store displays, newspaper ads and radio-TV spots. Twenty Evans-sponsored local and national products are participating in three-way promotion.

• • •

TURNS TABLES

HOME Economist Sybil Johnson, seen daily on WKY-TV Oklahoma City's *Cook's Book*, turned tables on members of Farm Women's Club Council, Oklahoma City, and appeared at their cooking school as hostess instead of guest. Miss Johnson, invited to conduct the school, asked the 100 women to join her on the morning show instead. Presentation enabled women all over the state to attend the school via their TV receivers.

What a Buy!

N
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C
PROGRAMS
For "Minutes" & Chain Breaks
IN
YOUNGSTOWN, O.
5000
WATTS
Serving America's 34th Market
W F M J
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Headley-Reed Co.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HJMC

HOWARD J. McCOLLISTER Company
66 ACACIA DRIVE
ATHERTON, CALIFORNIA
DAVENPORT 3-3061
PAUL W. McCOLLISTER, *General Manager*

March 7 Applications . . .

ACCEPTED FOR FILING

License Renewal

Following stations request renewal of license:

WHTB Talladega, Ala., KFAR Fairbanks, Alaska, KFMB San Diego, Calif., WJMS Ironwood, Mich., WKZO Kalamazoo, Mich., WSGW Saginaw, Mich., WAYS Charlotte, N. C., WMBS Uniontown, Pa., KFDM Beaumont, Tex., KNEW Spokane, Wash., WEAU Eau Claire, Wis., WLIN Merrill, Wis., WAFM (FM) Birmingham, Ala., WLAG-FM La Grange, Ga., WGOV-FM Valdosta, Ga., WMMI (FM) Meridan, Miss., KWAX (FM) Eugene, Ore., WHWC (FM) Madison, Wis., WAGA-TV Atlanta, Ga., WHAM-TV Rochester, N. Y., and WSYR-TV Syracuse, N. Y. (WLAG-FM and WGOV-FM applied for informal license renewal).

TENDER FOR FILING

AM—1550 kc

WHIL Medford, Mass.—Mod. CP to change frequency from 1540 kc to 1550 kc.

APPLICATIONS DISMISSED

WJXN Jackson, Miss.—DISMISSED application to change frequency from 1450 kc to 1300 kc, increase power from 250 w to 5 kw-D, 1 kw-N, change trans. location, etc.

Trans-Pecos Bcstg. Co., Fort Stockton, Tex.—DISMISSED application for new AM station on 800 kc, 250 w D.

New Frontier Bcstg. Co., Seminole, Tex.—DISMISSED application for new AM station on 1050 kc, 250 w D.

APPLICATION RETURNED

Key Bcstg. System Inc., Bayshore, N. Y.—DISMISSED application for new AM station on 1300 kc, 250 w D.

March 10 Applications . . .

ACCEPTED FOR FILING

AM—1580 kc

WKXY Sarasota, Fla.—CP to change frequency from 1540 kc to 1580 kc, change operating hours from D to unl., DA-N, with 500 w.

CP for CP

KOKX-FM Keokuk, Iowa—CP to replace CP which authorized changes in FM station.

FOR FINEST TAPE RECORDING

KXLL

Missoula, Mont.

USES

Magnecorder

—FIRST CHOICE OF ENGINEERS!

Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!

FITS EVERY PURPOSE—EVERY PURSE!

PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!

QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.

CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.

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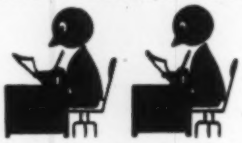
FCC actions



MARCH 7 THROUGH MARCH 13

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications. (See page 107.)

KM2XAZ (experimental TV) area of Mount Wilson, Calif.—CP to replace expired CP, as mod., which authorized change in trans. location, etc.

License for CP

KM2XAZ (experimental TV) area of Mount Wilson, Calif.—License for CP, which authorized replacement of CP, as mod. (contingent on grant of request of CP for CP).

Modification of CP

WELI-FM New Haven, Conn.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KWPC-FM Muscatine, Iowa—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WWOL-FM Buffalo, N. Y.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KMPC Los Angeles—Mod. CP, as mod., which authorized power increase, changes in DA, etc., for extension of completion date.

License Renewal

Following stations request renewal of license:

KAFY Bakersfield, Calif., WQAM Miami, Fla., WGAC Augusta, Ga., WIBB Macon, Ga., WFRP Savannah, Ga., KPOA Honolulu, Hawaii, WILL Urbana, Ill., KCOM Sioux City, Iowa, WSJS Winston-Salem, N. C., KSJB Jamestown, N. D., KGW Portland, Ore., WAEB Allentown, Pa., WFIL Philadelphia, Pa., WPAB Ponco, P. R., WKAQ San Juan, P. R., WROL Knoxville, Tenn., WFAA Dallas, Tex., KROD El Paso, Tex., WBAP Fort Worth, Tex., KERB Kermit, Tex., KWFT Wichita Falls, Tex., KSUB Cedar City, Utah, KVNU Logan, Utah, KUTA Salt Lake City, Utah, WCAX Burlington, Vt., KVI Seattle, KBTM-FM Jonesboro, Ark., KSJO-FM San Jose, Calif., WLET-FM Toccoa, Ga., WDSU-FM New Orleans, La., WBEC-FM Pittsfield, Mass., WOCB-FM West Yarmouth, Mass., WBUY-FM Lexington, N. C., WSRS-FM Cleveland Heights, Ohio, KCLE-FM Cleburn, Tex., KTJO-FM Ottawa, Kan., KEPH (FM) Ephraim, Utah, and WLTV (TV) Atlanta, Ga.

APPLICATIONS RETURNED

KBYR Anchorage, Alaska — RETURNED application for assignment of license from Forrest Hysom, receiver, to Keith Capper, receiver.

KBMW Wahpeton, N. D. (Breckenridge, Minn.)—RETURNED application for transfer of control from Interstate Bcstg. Corp. to Herbert E. Nelson and 33 others.

WIRJ Humboldt, Tenn.—RETURNED application for relinquishment of control, Gibson County Bcstg. Co., through sale of 50% interest.

Coosa Valley Radio Co., Rome, Ga.—RETURNED application for new TV station; incomplete and frequency request (Ch. 4, 66-72 mc) out of order.

March 11 Decisions . . .

BY FCC BROADCAST BUREAU

Granted STA

WICU(TV) Erie, Pa.—Granted STA to operate on commercial basis in accordance with current CP, except vis. trans. output power of 333 w and aur. of 250 w for period ending no later than April 24.

Granted Licenses

WISE Asheville, N. C.—Granted license covering change of facilities—1310 kc, 5 kw-LS, 1 kw-N, unl.- change trans. location; cond.

KLIX Twin Falls, Idaho—Gran cense covering facilities change kc, 1 kw, DA-2, unl.—installati new trans. and DA-DN, chang trans. and studio locations.

To Reduce Hours

WFRL Freeport, Ill.—Granted quest for authority to reduce hou operation during the months of 1952 through August 1952, in orde sign-off at 6:00 p.m. CST.

Granted Mod. CP

WHIZ Zanesville, Ohio—Gr mod. CP to make changes in the system; cond.

KGMS Sacramento, Calif.—Gra mod. CP to change type trans. extend commencement and compl dates to 5-5-52 and 11-5-52, respectiv cond.

Extend Completion Dates

KWPC-FM Muscatine, Iowa—Gra mod. CP for extension of comple date to 5-1-52.

Following granted mod. CP's for tension of completion dates as sho WEHS Chicago to 9-11-52; WC Camden, N. J., to 8-27-52; WE Waterbury, Conn., to 8-15-52; co WNEW New York to 9-15-52; cond.

ACTIONS ON MOTIONS

By Comr. Robert F. Jones

KROY Sacramento, Calif.—Gran petition for dismissal without p udice its application.

KLCN Blytheville, Ark.—Gran petition to amend its application delete all reference to its request nighttime operation; application moved from hearing.

By Hearing Examiner James D. Cunningham

KURV Edinburg, Tex.—On Comm sion's own motion, hearing in proce ing re KURV, presently scheduled March 13, continued until further ord Granted petition of KURV to ame its application so as "to eliminate interference from the proposed ope tion to Station XEON in accorda with paragraph 3 (c) of the Comm sion's Order of October 25, 195 Ordered that hearing in proceedi will commence March 13 in Washi ton.

KJEF Jennings, La.—Granted requ of KJEF to amend engineering d heretofore supplied in support of application.

By Hearing Examiner Basil P. Coo

Radio Lakewood Inc., Lakew Ohio—Ordered that hearing on plication of Radio Lakewood Inc. held on April 28 at 10 a.m. in Wa ington. Further ordered that p hearing conference to discuss iss and simplification thereof be held March 24 at 10 a.m. in Washington.

By Hearing Examiner Fanney N. Lit

Azalea Bcstg. Co., Mobile, Al Ordered that hearing in proceeding Azalea Bcstg. be scheduled for 10 a March 28, Washington.

WOL Washington, D. C.—Gran petition for continuance of hearing proceeding re its application for newal of license of synch amp. Silver Spring, Md., from March 10 June 9 in Washington.

By Hearing Examiner J. D. Bon

Chief, FCC Bcst. Bureau -- Gran petition for extension of time to A

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.

Ready Bank Promotion

FORMATION of a special rate for financial advertising on Canadian radio stations and a joint presentation to be made to the Canadian banks will be recommended by the Canadian Radio Station Representatives Assn. at the forthcoming business meeting of the Canadian Assn. of Broadcasters at Toronto, March 24-27. The representatives association has held a number of meetings at Toronto and it is felt that Canadian stations should decide on a special rate for financial houses and small loan companies, some stations obtaining a national rate, others a local rate. It also is felt that representatives and the CAB sales division should make a joint representation to individual banks on the merits of radio, since Canada's 10 chartered banks do not use radio. A meeting is to be held at Toronto March 21, preceding the CAB convention.

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MONITORING COMPANY
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Complete Installations
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YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

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JAMES C. McNARY
Consulting Engineer
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Washington, D. C. REpublic 3984
Member AFCCE *

WELDON & CARR
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Dallas, Texas Seattle, Wash.
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ARLINGTON, TEXAS

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GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1833 M St., N. W., Wash. 6, D. C.
Executive 1230—Executive 5851
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WALTER F. KEAN
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KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
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file proposed findings of fact and lusions of law re application of A South Bend, Ind., for renewal cense and for transfer of control.

earing Examiner Fanney N. Litvin

ief, FCC Bcst. Bureau — Granted ion for extension of time from ch 10 to March 12 within which to proposed findings of fact and conons in proceedings re applications TOD Toledo, Ohio.

rch 11 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 4

fkin Amusement Co., Beaumont, —AMENDED application new TV on to change from Ch. 10 (192-198 with ERP 28.4 kw vis., 14.2 kw aur., to Ch. 4 (66-72 mc), with ERP 100 kw vis., 50 kw aur.; change studio and trans. locations, type of ant., etc.

Modification of CP

WFMT (FM) Oak Park, Ill.—Mod. CP, as reinstated, with authorized new FM station, for extension of completion date.

WSB-TV Atlanta, Ga.—Mod. CP, as mod., which authorized new TV station, for extension of completion date to April 15.

License Renewal

Following stations request renewal of license:

WOOF Dothan, Ala., KFQD Anchorage, Alaska, KVMA Magnolia, Ark., KSFO San Francisco, WMRY New Orleans, La., WRBC Jackson, Miss., WKRC Cincinnati, Ohio, WIP Philadelphia, KTHT Houston, Tex., WTAR Norfolk, Va., WWNR Beckley, W. Va., and KTEC (FM) Oretech, Ore.

APPLICATIONS RETURNED

RETURNED following applications for renewal of license:

WLBE Leesburg, Fla., WDEC Americus, Ga., and WMIK Middlesboro, Ky.

March 12 Decisions . . .

COMMISSION EN BANC

Granted CP for CP

WIPR Santurce, P. R.—Granted application for CP to replace expired permit which authorized change in trans. location, with same conditions as those in original grant.

WKEI Kewanee, Ill.—Granted application for CP to replace expired CP which authorized new AM station on 1450 kc, 100 w unl., with same conditions as those in original grant.

License Renewals

KOAL Price, Utah—Granted renewal of license for AM station for regular period.

WAVE-TV Louisville, Ky.—Granted renewal of license for TV station for regular period.

Request Denied

KGIB Bremerton, Wash.—FCC in letter to KGIB denied request for extension of time to remain silent, cancelled program test authority and warned that application for license will be held until April 30, at which time it will be dismissed for failure of prosecution unless station returns to air.

(Continued on page 107)

CLASSIFIED ADVERTISEMENTS

•Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TEPLECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

General manager and some selling. Experienced. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Salesman

Salesman. Excellent opportunity for good salesman around 30 for 5 kw midwestern network station. Guarantee during initial period. Good potential. Write Box 513M, BROADCASTING • TELECASTING.

Wanted, topflight radio time salesman. Must be able to prepare for TV sales. Experienced only. Personal interview. WAIM, Anderson, S. C.

Eager beaver service and salesman. Right man will be sales manager in 60 days. Good market, good salary plus commission. WDAD, Indiana, Penna.

Be independent with an independent—Salesman needed now. Must have car. Write, call WTUX, Wilmington, Delaware.

You can get a running start in a guaranteed market selling for a newspaper owned independent that provides you with a thousand sales pitches. You'll like WUSJ, Lockport, N. Y.

Rocky Mountain Region commercial manager; single station market; liberal salary and bonus; wonderful recreational environment; under age 40; capable of maintaining local club affiliations for foreign owner. Give full particulars regarding background. Confidential. Harvey Malott Company, 237 Madison Avenue, New York City 16, New York.

Announcers

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING • TELECASTING.

Wanted—Combination announcer-engineers, salary $100.00 per week—North Central major network station. Box 271M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. $70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING • TELECASTING.

Experienced announcer by Rocky Mountain area network station. Send full particulars, audition record and salary requirement first letter. Box 399M, BROADCASTING • TELECASTING.

Kilowatt daytime independent in the Chicago area needs experienced commercial announcer for regular 40 hour shift. Must be able to read good news and commercial copy. Station has national reputation for promotion, employs larger than average staff and wants only professional radio people. We will call you if your application is complete and you have a tape or disc ready to ship or can come for audition. Our offer will be based on your present earnings. Box 445M, BROADCASTING • TELECASTING.

New sparkle for your DJ show with special daily material. Complete set, $5. Box 454M, BROADCASTING • TELECASTING.

Combination announcer-engineer, 1st phone, needed for opening at northeastern station. This will be a permanent position for the right man, who can handle all kinds of programs capably. Starting salary $300 per month. Regular pay increases. Rush full details. Box 504M, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Regional southern NBC station desires good versatile announcer. Splendid opportunity. Box 516M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay dependent on ability. Box 536M, BROADCASTING • TELECASTING.

Announcer and copywriter wanted for 5000 watt station in Minneapolis-St. Paul. All replies confidential. Box 537M, BROADCASTING • TELECASTING.

Need a steady, reliable combination man. Station located near Chicago. Will start at $60.00. Box 543M, BROADCASTING • TELECASTING.

Here is a wonderful opportunity for a disc jockey who can build an audience and sell. We need a strong personality who wants to live in a medium sized midwestern city and become a part of one of the most progressive and effective radio operations in the country. Send full information, tape and picture, first letter. Box 546M, BROADCASTING • TELECASTING.

Announcer-salesman wanted. Write own copy. Progressive LBS affiliate on west coast. Include references, photo, in first air mail letter. P. O. Box 526, Turlock, California.

Transfer to allied operation leaves opening good. Paying chief announcers job. Want experienced, deep voice with newscasting ability. 6 day week 40 hours $71.20 or your option working 7 day 44 hour week $80.80. Shift starts 7 a.m. until 2 p.m. with hour off 9:30 to 10:30. Another voice on duty with you all times. Do not telephone, apply tape, wire or disc with detailed letter Manager, KTFY, Brownfield, Texas.

Need experienced newsman. Excellent pay for right man. Send full particulars and audition with first reply to Bill Edgar, KTRN, Wichita Falls, Texas.

Need combination announcer-engineer. Chance to earn extra money if interested in selling. Good salary. Mail details KWLM, Willmar, Minnesota.

Wanted, young college man to procure, write and announce local news plus standard newscasts. Moderate pay. Big opportunities. Apply WACA, Camden, S. C.

Wanted, good straight announcer, top salary plus vacation, bonus and insurance. Personal interview with experienced men only. WAIM, CBS, Anderson, S. C.

Immediate opening for experienced staff announcer. Send disc and references. WBCK, Battle Creek, Michigan.

Wanted: Announcer, also combo engineer-announcer and combo announcer-salesman. WBHF, Cartersville, Ga.

Wanted: Announcer capable of doing disc jockey and news broadcasts. Starting salary $200 to $215. Further increases possible. Send disc and particulars, or call WCNT in Centralia, Illinois.

Need immediately, a combination engineer-announcer for network station in finest small city on east coast. Must be good morning man. Engineering schedule light. Call or wire WGAI, Elizabeth City, N. C.

Combination announcer-engineer wanted by 1000 watt NBC affiliate located in heart of Florida Citrus Belt. Must be experienced in announcing and hold first class license. William P. Lee, Radio Station WLAK, Lakeland, Florida.

Combination announcer-engineer wanted by fulltime Mutual affiliate in ideal western N. C. city. 44 hours, top pay, good working conditions. WPNF, Brevard, N. C.

Help Wanted (Cont'd)

Technical

Immediate opportunity for first phone engineer. An NBC-ABC affiliate in Michigan, 40-hour, 5-day week, with salary advances every six months, by contract. Send background and reference information first letter. Box 317M BROADCASTING • TELECASTING.

Immediate opening for three engineers. Experience desired but not necessary. Box 469M, BROADCASTING • TELECASTING.

First phone engineer, central Penna. network affiliate. Combined studio transmitter operation, remote, tape and disc recordings. Start fifty-five for forty and get periodic raises. Box 483M, BROADCASTING • TELECASTING.

Continuity writer. Station in midwest would like to pay larger salary to experienced copywriter familiar with cross section of small city businesses. Prefer woman over thirty from midwest station. Capabilities will determine starting salary. Must be good enough to expect at least $60.00 per week. Box 511M, BROADCASTING • TELECASTING.

Wanted — Immediate opportunity for first phone engineer desiring control AM and FM experience in resort section of Michigan. Experience preferred but personal information most important. Give complete information in first letter. Box 525M, BROADCASTING • TELECASTING.

Chief engineer for New England daytime station. Excellent opportunity and working conditions. State salary desired. Box 538M, BROADCASTING • TELECASTING.

First phone operator, no announcing. Experience not required. Starting salary $60 for 40 hours. Midwest, 250 watter. Box 539M, BROADCASTING • TELECASTING.

Chief engineer to take complete charge of midwest 5 kw directional. Excellent salary plus bonus. TV application filed. Send full particulars. Only qualified engineers apply. Box 545M, BROADCASTING • TELECASTING.

Wanted, operator with first class license, experience unnecessary, KALT, Atlanta, Texas.

Control operator, first class license. $55 a week to start. Send photo, references to KBIX, Muskogee, Oklahoma.

Need radio transmitter operator with first class license. Permanent position. KFRO, Longview, Texas.

First class license holder. Good pay, and working conditions. Write KOVC, Valley City, North Dakota.

50,000 watt RCA transmitter engineer needed for operation and maintenance. KRVN, Lexington, Nebraska.

Transmitter engineer at KOPR, Butte, Montana. Car necessary. Contact Ed Cooney.

Immediate opening engineer with first phone license or combination man. Apply WACA, Camden, S. C.

First class engineer or announcer-engineer, immediate opening, WBHP, Huntsville, Alabama.

Engineer needed. Send information to WBIP, Booneville, Mississippi.

Progressive station in friendly community has openings in engineering, announcing, and copy departments. Send full information first letter. WDEC, Americus, Georgia.

First class engineer-operator needed immediately for fulltime station. WFAH, Alliance, Ohio.

Help Wanted (Cont'd)

Engineer wanted. No experience
sary. Good pay. Great opportun
right man. Apply WFLB, Faye
North Carolina. All applicatio
swered.

Need first phone combo operat
nouncer. Ideal conditions.
Gettysburg, Penna.

Engineer, first class. Permanen
ployment where you will enjoy
and working. All new equi
Good salary. Write for details
dio Station WJER, Box 471,
Ohio.

Wanted: Opening for first class op
at WJMS, Ironwood, Michigan.
salary desired.

Experienced engineer with annou
ability. $75.00 weekly to start for
man. Job open now. Forward
details to Lester L. Gould, W
Jacksonville, N. C.

First class operator: No expe
necessary. Salary $240.00 per m
opportunity to make up to $150.0
tra per month servicing TV and
sets during and after hours. No
nouncing or remotes. Immediate o
ing. Contact WKBI, St. Marys, P

Wanted, operator to replace man
ping up to chief's job at another
tion. 60 dollars for 40 hour w
Liberal sick leave policy. W
Kingsport, Tenn.

Wanted—Engineer, first phone, exp
ence unnecessary, WLOK, Lima, O

First class engineer. No experie
Virginia network station. Contact
L. Hart, WLPM, Suffolk, Va.

First phone engineer-announcer nee
immediately by WMOG, Brunsw
Ga.

Operator with first class license, tra
mitter only. WNXT, Portsmouth, O

Help wanted: First class engin
Complete details first letter. WO
Rhinelander, Wisconsin.

Have immediate opening for two f
class phone operators, experience
necessary, must have car. $50.00
forty hour week, overtime. Cont
W. A. Pritchett, C. E., Radio Stat
WOLS, Florence, S. C.

Engineer, 1st phone, experience unn
essary, permanent, $50.00 forty hou
overtime, car required. WPAG, A
Arbor, Michigan.

Washington, D. C. area. Need tra
mitter engineer, first phone and
Experience preferred. WPIK, Alex
dria, Virginia.

Engineer needed, no experience nec
sary, immediate opening, WREL, L
ington, Virginia.

Experienced transmitter engineer w
could qualify as chief. Immedi
opening. Excellent opportunity, WS
Stamford, Conn.

Immediate opening for first ph
operator. Permanent, pleasant.
combination work. Western N
York's newest and most modern pla
WUSJ, Lockport, N. Y.

Wanted immediately, licensed en
neer-announcer. WWNS, Statesbo
Georgia.

Production-Programming, Othe

Creative, experienced idea man
sales promotion and merchandis
job, central Michigan network stati
Fine opportunity. Give experien
salary required, references, photo, f
letter. Box 425M, BROADCASTIN
TELECASTING.

Writer - Researcher for fast - grow
radio/TV New York City advertis
trade magazine. Good berth for
perienced magazine writer who d
State qualifications, salary. Box 53
BROADCASTING • TELECASTING.

Wanted—Woman for copywriter, tr
fic. Include sample commercials, ph
experience, personal details, in f
air mail reply. P. O. Box 526, Turlo
California.

Continuity writer—independent m
west station, live market, need
wire new ideas, fine opportunity, so
announcing — KJCK, Junction C
Kansas.

Help Wanted (Cont'd)

ram director, experienced prefer- on independent station, male, e, wire or phone Manager, KNUJ, Ulm, Minnesota.

ted—Program director for 1000 watt ersity educational station. Idea with creative abilities and experi- in script writing and production. ure married man preferred, mid- tern background, college degree, enjoys working with college stu- ts. Some teaching duties required. d disc, script and complete infor- ion to KUSD, Vermillion, South ota.

ted, experienced secretary for sta- manager. Contact Allen Wanna- er, WGTM, Wilson, N. C.

man's director, experienced, take established shows and create own women and children. Independent r channel station with large wide- ad audience. Write, wire or phone ager, KNUJ, New Ulm, Minn.

ted—Production director for 1000 university educational station. ition requires experience in produc- and script writing, announcing and ervision of student staff. College ree with midwestern background. wledge of all types of music de- ble. Send disc, scripts and complete rmation to KUSD, Vermillion, th Dakota.

Television

Salesmen

e salesman for television station in heast. Old established outfit. TV erience desirable but not necessary. ou're a radio or newspaper sales- who thinks and will work dili- ly you can sell TV. Character and rences must be tops to be member ur staff. If interested please give plete history of yourself and your s experience. Every detail is im- ant to us. We want the man who ts to work with us and become a en of our fine and growing city. ellent climate, schools, churches, ural atmosphere, college. $100 kly and commission. We want our unt executives to make $6500 and Send small photo. Box 528M, ADCASTING • TELECASTING.

Technical

station has opening for technician- ator. Knowledge TV fundamentals ntial. Experience not necessary. e Box 334M, BROADCASTING • ECASTING, enclosing photo, state imum salary requirement.

Situations Wanted

Managerial

eral - commercial manager must ifice good job because climate ad- ely affects health of his family. tor recommends return to southern tion. 15 years' experience in ad- istration, sales, programming. Box I, BROADCASTING • TELECAST-

eral manager, available, 18 years rience, sober family man, top rec- will invest. Box 440M, BROAD- TING • TELECASTING.

mercial manager, expert inde- ent local sales, major metropolitan ket. Ten years experience. Young, essive. Box 541M, BROADCAST- • TELECASTING.

eral-commercial manager. Over 20 s experience, 2 years of television. able of handling management, sales programming. Best of reference. 544M, BROADCASTING • TELE- TING.

Salesmen

tired of waiting for opportunity to k—My story: Advertising gal, with knowhow and ideas, gunning for with strong earning potential in and/or promotion. Experience: time selling, publicity, promotion. 518M, BROADCASTING • TELE- TING.

s manager must sacrifice good pay- position because damp climate ad- e to health of family. 18 years ex- ence sales and production. Top ref- ces. In fairness to present em- ers need 30 days notice. Box 519M, ADCASTING • TELECASTING.

Announcers

tscaster, play-by-play. All sports ars experience. Also newscasting special events. Married, family, exempt. Employed sports direc- east. Air checks hockey, basket- Salary plus talent. Box 313M, ADCASTING • TELECASTING.

Situations Wanted (Cont'd.)

Combo man, 1 year experience, would like position in Michigan. 25, vet, deferred, experience in play-by-play in baseball and football. Available May 1. Box 439M, BROADCASTING • TELECASTING.

Sportscaster, baseball, football. Boxing a speciality. 2 years experience. Single. Box 478M, BROADCASTING • TELECASTING.

Recent SRT graduate desires staff position. Midwest preferred. Box 479M, BROADCASTING • TELECASTING.

Experience, six years all phases announcing, pop and hillbilly jockey, action baseball. Box 481M, BROADCASTING • TELECASTING.

Versatile combination announcer-engineer available for west coast stations. 10 years experience. Box 482M, BROADCASTING • TELECASTING.

Versatile announcer, two years diversified experience, promotion and sales background. Married, 28, draft exempt veteran. Box 492M, BROADCASTING • TELECASTING.

Gal, pleasing personality, college in foods, attended television, radio broadcasting school. Have air time on New York station. Can announce, write commercial. Box 494M, BROADCASTING • TELECASTING.

On air salesman who understands people, music, sponsors and all phases radio. Salary high, but so is quality of work. Box 496M, BROADCASTING • TELECASTING.

Experienced baseball (AAA) announcer with 1st phone available after March 22nd, also have good gossipy DJ show, past PM with net recommendations. Prefer Oregon, Washington or California. Write or wire Box 499M, BROADCASTING • TELECASTING.

Deejay, four years "straight" disc, staff shows, wants hillbilly deejay show with live performances occasionally. Sing, play guitar, steel guitar. Phone license, early show from transmitter. Veteran, 27, college, car. Box 501M, BROADCASTING • TELECASTING.

Desire staff with independent station. Graduate of School of Radio Technique, Chicago. Disc jockey, newscasts, interview shows and script writing. Box 502M, BROADCASTING • TELECASTING.

Ex-professional baseball player presently employed 250 watt desires play-by-play sports. Box 503M, BROADCASTING • TELECASTING.

Anno-eng, 1st phone, 4 years experience, 3 as chief. Good commercial voice. College graduate. Excellent engineering background. Programming experience. Would also consider TV. Box 506M, BROADCASTING • TELECASTING.

Versatility is my big selling point! Sportscaster, disc jockey, staff all for the price of one. Eastern states preferred. Box 507M, BROADCASTING • TELECASTING.

Announcer—Excellent selling voice. 3 years experience. News, commercials, disc shows, quiz shows. Resume, disc, photo upon request. Box 510M, BROADCASTING • TELECASTING.

Sportscaster, strong play-by-play, major college football and basketball, baseball live or recreation. Network experience. Desire full sports schedule with sales. Proven results. Tapes available. Box 517M, BROADCASTING • TELECASTING.

Sportscaster, staff—Top grade, play-by-play all sports, news, three years experience, network employed, college graduate, highest references, tape available. Box 520M, BROADCASTING • TELECASTING.

Experienced disc jockey with or without own show. Three years staff announcer all phases. Prefer east. Box 522M, BROADCASTING • TELECASTING.

Five uninterrupted years behind microphones. Proven sales. Versatile. Relaxed style. $65 minimum. Box 523M, BROADCASTING • TELECASTING.

Announcer-engineer — either — both. 3 years experience. Exempt-family. Prefer vicinity N.Y.C. Box 526M, BROADCASTING • TELECASTING.

Capable engineer—excellent announcer, 30, college, family. West. Box 529M, BROADCASTING • TELECASTING.

Midwest—Sales and sales promotion man in energetic thirties wants full-time sales challenge. No travel. Radio copy and visual layout experience. Know retailing. Programming and mikeside experience. For personal brief Box 530M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd.)

Navy vet, age 29, single. 2 years college on all phases of radio. Desires staff. Box 535M, BROADCASTING • TELECASTING.

Newscaster, DJ, announcer. Chicago experienced. Avers, 3915 Grenshaw, Chicago. Haymarket 1-8039.

Mature top commercial announcer, 5 years versatile experience. Superior voice, technique. Competent all phases. Offers? Mike Fidler, Chicago. Irving 8-1681.

Announcer-newscaster, 250-5 kw experience. 25, college graduate, veteran, available immediately. W. A. Nelson, 901 35th St., Rock Island, Ill.

Announcer; married, draft exempt, college background, SRT grad. Experience with indie. E. Sheaffer, Bensenville, Ill. Tel. 609.

Beginning announcer. Some experience. Willing to travel. For details write Don Windsor, 2908 W. St. Paul St., Milwaukee, Wisconsin.

Announcer-disc jockey-sportscaster. All sports play-by-play. Married, one child. Three years experience. Settled and looking for right spot to settle down. Can start immediately. Disc and/or tape on request. Write Ted Work, 215 Cromwell Terrace, N.E., Washington, D. C. Phone Columbia 8322.

Technical

Chief engineer, 20 years experience, 7 as chief, construction of three stations 1 to 50 kw, six years experience in directionals, prefer west half of U. S. Box 422M, BROADCASTING • TELECASTING.

Chief engineer, twenty years experience including construction three new stations. References, family. Box 430M, BROADCASTING • TELECASTING.

Studio engineer, young veteran, married, one year experience. New York area only. Box 459M, BROADCASTING • TELECASTING.

1st phone. No experience. 2 years experience radio-TV field. Vet 27, married, car. Dependable, willing to learn. Knowledge of Spanish and photography. Box 500M, BROADCASTING • TELECASTING.

Radio operator 1st class license. No experience. Radio-TV graduate. Single, draft exempt. Will travel. Box 508M, BROADCASTING • TELECASTING.

First phone license, no experience. TV-radio school graduate. Willing to travel. Draft exempt. Box 509M, BROADCASTING • TELECASTING.

Combination man—plenty experience, including chief. Permanent Arkansas-Louisiana area only. Prefer agricultural community. $80.00 minimum. Box 515M, BROADCASTING • TELECASTING.

Xmitter operator, 1st phone, 1½ years exp. AM-FM-TV. Available now. Box 532M, BROADCASTING • TELECASTING.

3 years experience. Announcer, copy, program director 5000 watt net affiliate, 1st phone license, now chief engineer 1000 watt. All-round man. Finest references. Box 533M, BRAOADCASTING • TELECASTING.

Chief 250, 2½ years. Radio-TV tech, engineering grad. Limited announcing experience. $75. South. Box 540M, BROADCASTING . TELECASTING.

Chief engineer or staff engineer. 20 years experience construction, operation, available at once. Philadelphia, New York area. John Bennis, 609 Concord Circle, Trenton, New Jersey.

First phone, veteran, car, commercial and amateur experience. East or west. Available immediately. I. Sinofsky, 5638½ Sunset Blvd., Hollywood 38, Calif.

Experienced one and five kilowatts, remotes, FM, etc. Available immediately. Stan Thatcher, 318 Roosevelt, Fresno 1, Calif.

Production-Programming, Others

Capable announcer, producer, writer. PD of educational FM station, 1 year. College instructor of radio, 1 year. Variety reviews. Draft exempt. Box 493M, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd.)

Program director or news editor. Presently heads 3-man news staff. Desires progressive station emphasizing news. Top experience all phases broadcasting. Box 497M, BROADCASTING • TELECASTING.

News director—Special events, documentaries, newstapes. Top local news reporting. Extensive radio-news background. NARND member. Available May 1st. Box 505M, BROADCASTING • TELECASTING.

Continuity writer—2 years experience. Young, single, draft exempt. Locate near metropolitan center. Box 514M, BROADCASTING • TELECASTING.

News editor eastern regional. Seeks advancement. Newscaster, reporter, newspaper background. NARND. Box 524M, BROADCASTING • TELECASTING.

Program director—3 years experience. University graduate, versatile announcer. Sports. Veteran. Presently employed. Disc and references on request. Travel anywhere. Box 527M, BROADCASTING • TELECASTING.

Money maker—audience builder. Fresh, unique husband and wife show ideal for metropolitan radio, TV, agencies. Original, different approach. Highly adaptable variety, DJ. Domestic humor, informality, solid selling necessitate sponsor waiting list. Sure-fire success. Let ratings, air checks convince you. Box 542M, BROADCASTING • TELECASTING.

Nationally known hillbilly folk singer, blues yodeler available for radio; any location. Many years experience. Consider self sustaining. Carson, 58 Delaware, Detroit.

Television

Managerial

Thoroughly experienced all phases AM-TV. Presently with major network station. Desire opportunity to help build and take over AM or TV operation. Can show many time and money saving proven plans. Will be at NARTB Convention. Box 491M, BROADCASTING • TELECASTING.

For Sale

Ground—Suitable for TV or FM towers. 13404 square feet. Located near Uptown Theatre. Box 512M, BROADCASTING • TELECASTING.

Stations

Southwest. 250 watts. Well equipped. $2500 month. $35,000. Terms. Box 490M, BROADCASTING • TELECASTING.

Western station. Independents and affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

For sale: One RCA 50 kw transmitter type 5A-50 B. Has been modified to keep pace with the rigid requirements of the FCC in the present day broadcasting standards. Is still operating 20 hours per day. If in need of well maintained, high power radio transmitter, this is your chance to get a bargain. Your inspection solicited. Box 347M, BROADCASTING • TELECASTING.

Tower, American Bridge 200 ft. self-supporting, heavy. Dismantled, ready for immediate shipment. $3000.00. Box 498M, BROADCASTING • TELECASTING.

Gates 250 watt transmitter, new 1949. KCNI, Broken Bow, Nebraska.

Three traffic schedule boards, 4′ by 4′, 100 line capacity plus special typewriter. Good package, priced to sell. WCOL, Columbus, Ohio.

For sale—Ampex 400, portable case. Factory reconditioned, $695. H. Cravis, 186 Riverside Drive, New York 24, N. Y. SC 4-3166.

R. G. modulation monitor as is $75.00. 2 W.E. pickup hook arms and filters, good shape; make offer. WGCM, Gulfport, Miss.

Priced for quick sale—Crouse-Hines lighting kit (three CAA-A3 units). Used two years. One hundred foot 101 Wincharger tower. No base section. One GE-250 watt FM transmitter with monitor, priced low. Several hundred feet ⅞ inch Andrews coaxial cable. Also ⅜ inch coaxial. Radio Station WISE, 100 College St., Asheville, N. C.

Wanted to Buy

Equipment, etc.

Wanted: 1 kw AM transmitter, Antenna tuning unit, flasher and photoelectric control. Box 805L, BROADCASTING • TELECASTING.

RCA turntable model 70-C or 70-D. Please state price and type pickup and filter. Box 461M, BROADCASTING • TELECASTING.

Wanted, 250 watt AM transmitter in good condition. Box 531M, BROADCASTING • TELECASTING.

Wanted, used Minitape Recorder. Send inquiries to Post Office Box 608, Ann Arbor, Michigan.

Progar amplifier (Langevin), state price, condition and number months used. KFEL, Albany Hotel, Denver.

Wanted—RCA 9-AX rack light umber-grey. Good condition—Quote price. WCOL, Columbus, Ohio.

Wanted—Collins 37M4 FM ring antenna mounted on 3⅛" line. Chief Engineer, WDNC, Durham, N. C.

Wanted — FM frequency modulation monitor. Prefer Hewlett-Packard 335-B. State condition, type and price. WDSC, Dillon, S. C.

Wanted, about 800 ft. 1⅝ transmission line, also FM frequency and modulation monitors. Contact Chief Engineer, WPFB, Middletown, Ohio.

Miscellaneous

Be a combination man. Improve your earning power and security. FCC first phone in 6 weeks. Write for information. Grantham Radio License School, 706 North Wilcox, Hollywood, Calif.

Help Wanted

Television

Salesmen

Sales Promotion Man wanted for major Eastern television station. Must have solid AM background. College preferred. Knowledge sales promotion, advertising, statistics, market analysis, etc., a must. Salary in excess $6000. Send personal data and late photograph to Box 521M, BROADCASTING • TELECASTING.

Miscellaneous

TV APPLICANTS

Substantial financing can be arranged for new VHF and UHF stations in markets ranging from 50,000 to 250,000. Write full details first letter.

Box 464M,

BROADCASTING • TELECASTING

Situations Wanted

Managerial

WE HATE TO LOSE HIM . . .
but this young man has decided to return to radio after nearly a year as AE in our advertising agency in the Deep South. He is 35—aggressive, personable and capable. He really doesn't need my recommendation as he is thoroughly experienced, with the necessary know-how to spark a prolific number of saleable ideas and has proven himself in radio sales and management prior to joining us! Location in the South or Southwest preferred. He's interested in a job as manager or sales manager—sales if the situation presents a real opportunity—and a personal interview would be necessary.

Replies will be received by his present employer and will be treated confidentially if requested on the envelope. Box 447M, BROADCASTING • TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

POSITIONS FREQUENTLY AVAILABLE
as
Engineers
Announcers
Program Directors
WRITE FOR PLACEMENT FORMS
Edward C. Lobdell Associates
17 East 48 Street, New York 17, N. Y.

To Judge Contest

TED MALONE, network radio raconteur and poet, will serve as a judge in the sixth annual writing contest sponsored by the Hospitalized Veterans Writing Project, a volunteer group cooperating with the Recreation Service of the Veterans Administration. Mr. Malone will give personal comments on the most promising poetry entries received. Veteran patients may enter any of 14 contest divisions by April, competing for cash awards totaling over $1,000 and other prizes. Editors of *This Week, Reader's Digest* and authors will serve as judges in other categories.

SAWYER LUNCH

Honors Business Aides

BUSINESSMEN who have performed the role of "dollar-a-year-men" with government agencies in the current emergency were feted in Washington, D. C., last Wednesday.

Nearly 200 industry executives were honored at a Mayflower Hotel luncheon by Commerce Secretary Charles W. Sawyer and presented with "certificates of service" for contributing their "time, talent and energy" to the mobilization program.

Technically, the designation is "WOC" referring to industry executives who serve "without compensation" as contrasted to the dollar-a-year-men of World War II. Many of them have since served their tenure (anywhere from six to 12 months) and returned to private industry.

Among 188 businessmen receiving certificates from either the fense Production Administratio National Production Auth were these executives:

E. T. Morris Jr., Westinghouse tric Corp., Baltimore, Md., fo chairman of DPA's Electronics Pr tion Board and chief of NPA's tronics Division; W. Walter RCA Camden, N. J., former DPA tronics specialist; James A. Mi RCA Service Co., who succeeded Morris in his twin posts; Edw Gibson, General Foods Corp., DPA consultant; and William Harrison, International Telepho Telegraph Corp., former DPA ministrator.

Occasion for the awards wa luncheon kicking off a twomeeting of the Commerce Dep Business Advisory Council, prising top industry leaders consult periodically with Secreta Sawyer on mobilization problem

Among those leaders serving the council are Ralph Cordin president, and Philip D. Re board chairman, respectively, G eral Electric Co., and Gwilym Price, president, Westingho Electric Corp.

Mr. Sawyer lauded "WOC" and the council alike for coope tion in the defense program. "T government has been very for nate in establishing a stockpile experienced management tal upon which we can draw agai in time of great emergency," declared. BAC recruits executi talent for government posts.

"The willingness of you gent men to come to Washington personal sacrifice . . . to help yo country increase its strength is tribute to the patriotism of Ame ican business," Mr. Sawyer serted.

DPA Administrator Man Fleischmann and NPA Admin trator Henry H. Fowler join with BAC Chairman Robert Stevens in praising the services the businessmen.

Other industry leaders honor with certificates included:

James H. Crawford, Carl Ips Harry Robb, James Williams, Gene Electric; Luther White Hill, Carol Telephone & Telegraph Co.; Glen I land, Pacific Telephone & Telegra Co.; Robert E. Johnson, Western El tric Co.; Murrice O. Porter Jr., G eral Cable Corp.; Charles E. Wampl American Telephone & Telegraph C Robert E. Williams, Automatic El tric Co., who just resigned as chief NPA's Communications Div.

KFEQ SPORTS

Uses Partisan Announcers

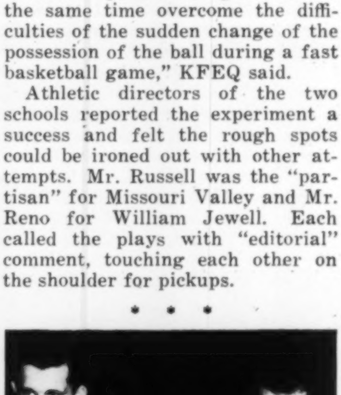
COMPETITION and partisanship are the lifeblood of American sports—so why not introduce this element into the broadcasting of athletic events? That question was asked and answered by KFEQ St. Joseph, Mo., which claims it made radio history with the innovation.

The station assigned its sports director, Bob Russell, and Tom Reno, a student, to handle descriptions of a basketball game between William Jewell College, Liberty, Mo., and Missouri Valley College, Marshall, Mo., two traditional rivals.

"The problem posed in the experiment was to see whether partisan announcers could more nearly catch the spirit of the game and at the same time overcome the difficulties of the sudden change of the possession of the ball during a fast basketball game," KFEQ said.

Athletic directors of the two schools reported the experiment a success and felt the rough spots could be ironed out with other attempts. Mr. Russell was the "partisan" for Missouri Valley and Mr. Reno for William Jewell. Each called the plays with "editorial" comment, touching each other on the shoulder for pickups.

* * *



Messrs. Reno (l) and Russell divide announcing chores for KFEQ basketball broadcast.

Canadian Script Prize

PRIZE of $100 is being offered the Canadian Women's Press C for the best radio script deali with a reported news event us since July 1, 1951, to any ra script writers living in Canada a year prior to the date of broadcast of the news script. T is the club's annual memor award competition. Entries m be submitted to Mrs. Marjo McEnaney, Canadian Broadca ing Corp., 354 Jarvis St., Toron by June 30. Judges are J Saint-Georges, CBC press and formation supervisor at Montre Marjorie McEnaney, CBC, ronto; and Fred Laight, CK Regina.

Major Market
Southern Independent
$78,500.00

Located in one of the large and growing southern markets, this independent facility is showing good increases in volume and profits in a TV market. This is an ideal operation for an individual or partners who want to operate a good broadcasting property and enjoy ideal living conditions.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH MARCH 13

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,336	2,316	94	318	220
FM Stations	636	572	79	7	10
TV Stations	108	93	15	516	183

(Also see Actions of the FCC, page 102)

ocket Actions . . .

FINAL DECISION

WIKY Evansville, Ind.—FCC denied plication to change from 820 kc, 250 daytime, to 680 kc, 250 w, fulltime, th DA-2. Decision March 13.

ORDER

FCC stayed effectiveness of initial cision which looked toward grant of plication of Brazosport Bcstg. Co. 1490 kc, 250 w, fulltime, at Free- rt, Tex., pending further review of AFB Baton Rouge, La., petition hich seeks to vacate initial decision, pen record and be made party to oceeding, etc. Order March 13.

on-Docket Actions . . .

FM GRANT

Pocahontas Radio Inc., Pocahontas, k.—Granted 97.7 mc (Ch. 249), ERP 1 w, antenna height 180 ft. Estimated nstruction cost $3,000, no cost of op- tion in addition to that of presently thorized AM station, estimated first ar revenue (for FM station) $5,000. antee is licensee of KPOC Pocahon- . Granted March 12.

TRANSFER GRANTS

WINX Rockville, Md.—Granted vol- tary assignment of license and CP m United Bcstg. Co. to Montgomery unty Bcstg. Co. Transfer is to sub- diary corporation; no actual change of nership or control. Granted March

WPLH-AM-FM Huntington, W. Va.— anted acquisition of control by Wil- m J. Newton through purchase of 5 shares common stock from Flem J. ans and Charlene Evans for $5,500. . Newton will cancel demand note en to him by Mr. Evans amounting $12,400, together with cancellation of personal obligations. Granted March 11.

WONW Defiance, Ohio—Granted assignment of license from Defiance Bryan Paulding Bcstg. Co. to Tri State Bcstg. Co. No actual change of ownership or control. Granted March 11.

WPAZ Pottstown, Pa.—Granted assignment of license from partnership to corporation. No actual change of ownership or control. Granted March 11.

WLEW Bad Axe, Mich.—Granted assignment of license from Saginaw Bcstg. Co. to Harmon LeRoy Stevens and Herman LeRoy Stevens, d/b as Port Huron Bcstg. Co. for $37,500. The Messrs. Stevens own WHLS Port Huron, Mich. Granted March 12.

WEDR Birmingham, Ala. — Granted consent to J. Leslie Doss and Leah L. Doss to acquire positive control Magic City Bcstg. Co., licensee, through sale by J. E. Reynolds of 50 shares of stock (33⅓%) for $20,750 (see FCC ROUNDUP, Jan. 14). Granted March 12.

WTNB (WILD) Birmingham, Ala. — Granted transfer of control 51% interest from Thomas N. Beach to George A. Mattison Jr. for $30,600. Mr. Mattison is president and principal stockholder of Woodstock Slag Corp., Birmingham, and partner with Roy Hofheinz in Houston Slag & Materials Co., Houston, Tex. Other 49% of WTNB is owned by Mr. Hofheinz. Granted March 12.

New Applications . . .

TV APPLICATIONS

New Britain, Conn.—The New Britain Bcstg. Co., UHF Ch. 30 (566-572 mc), ERP 187 kw vis., 93.5 kw aur., antenna height above average terrain 867 ft. Estimated construction cost $323,979, first year operating cost $199,950, first year revenue "will at least meet the operating expenses." Applicant is licensee of WKNB and WFMA (FM) New Britain, Conn. Filed March 11.

Idaho Falls, Idaho — Idaho Radio Corp., Ch. 3 (60-66 mc), ERP 6.26 kw vis., 3.13 kw aur., antenna height above average terrain 256 ft. Estimated construction cost $138,000, first year operating cost $50,000, first year revenue $50,000. Applicant is licensee KID Idaho Falls and is 25% owned by Radio Service Corp. of Utah, licensee of KSL-AM-FM-TV Salt Lake City, and which, in turn, owns 60% of KSUB Cedar City, Utah. Filed March 11.

Fort Myers, Fla.—Fort Myers Bcstg. Co., Ch. 11 (198-204 mc), ERP 9.77 kw vis., 4.885 kw aur., antenna height above average terrain 315½ ft. Estimated construction cost $172,128, first year operating cost $100,000, first year revenue $100,000. Applicant is licensee of WINK Fort Myers. Filed March 13.

Lake Charles, La.—Calcasieu Bcstg. Co., Ch. 7 (174-180 mc), ERP 44.5 kw vis., 22.25 kw aur., antenna height above average terrain 538 ft. Estimated construction cost $196,320.62, first year operating cost $150,000, first year revenue $150,000. Applicant is licensee of KPLC Lake Charles. Filed March 13.

Waco, Tex.—Waco Television Corp., Ch. 11 (198-204 mc), ERP 52 kw vis., 26 kw aur., antenna height above average terrain 577 ft. Estimated construction cost $299,207, first year operating cost $184,800, first year revenue $203,000. Applicant corporation is composed of J. H. Kultgen (30%), president and (with wife) 50% stockholder of Bird Kultgen Inc., Waco, automobile sales and service, R. E. Lee Glasgow (30%), president and 51% stockholder in Southwest Adv. Agency Inc., Waco, R. K. Hanger (20%), partner in law firm of Cantey, Hanger, Johnson, Scarborough & Gooch, Fort Worth, and Texas State Network Inc. (20%), licensee of KFJZ Fort Worth, Tex., KABC San Antonio, Tex., WACO Waco, Tex., and KRIO McAllen, Tex., and applicant for new TV stations in Fort Worth and San Antonio. Filed March 13.

AM APPLICATIONS

Boonville, Mo.—William R. Tedrick, 1370 kc, 1 kw, daytime. Estimated construction cost $14,265, first year operating cost $36,000, first year revenue $60,000. Mr. Tedrick is vice president, general manager and 25% owner of WOKZ-AM-FM Alton, Ill. Filed March 6. (This item is in lieu of application for Alton, Ill., incorrectly published in FCC ROUNDUP March 10.)

Hutchison, Minn. — McLeod County Bcstg. Co., 1260 kc, 1 kw daytime. Estimated construction cost $19,728, first year operating cost $50,000, first year revenue $60,000. Applicant is licensee of WCOW South St. Paul, Minn., and WKLJ Sparta, Wis. Filed March 10.

Bayshore, N. Y.—Key Bcstg. System Inc., 1300 kc, 250 w daytime. Estimated construction cost $13,000, first year operating cost $50,000, first year revenue $60,000. Applicant is licensee of WKBS Oyster Bay, N. Y., and applicant for new FM station in Stamford, Conn. Filed March 11.

TRANSFER REQUESTS

WPRS-AM-FM Paris, Ill.—Voluntary acquisition of control Paris Bcstg. Corp., licensee, from Harman Slutzky and Wayne S. Jones by A. C. Ferguson Jr. through sale of 150 shares of stock for $500. After transfer Mr. Ferguson will hold 1,150 out of 2,100 shares outstanding. Filed March 10.

WPRA Mayaguez, P. R.—Assignment of license from Puerto Rico Adv. Co. to WPRA Inc. There will be increase in number of shares, but all new stock will be held by present stockholders and in proportionately same percentage of interest; no actual change of ownership or control. Filed March 10.

WTRW Two Rivers, Wis.—Transfer of control from Two Rivers Bcstg. Co. to Chris Hansen, fruit grower and fruit farm operator, Charles Whitford, also fruit grower and fruit farm operator, and Wendell Hansen, trainer-exhibitor of "Bertelles' Birds," for $40,000 for 95% interest. Filed March 10.

KFDR Grand Coulee, Wash.—Assignment of license from Carl F. Knierim to W. Richard Carlson Jr., general manager and secretary of WCDL Carbondale, Pa., and Norah B. Carlson, program director of WCDL, for $22,500. Filed March 10.

WPAL Charleston, S. C.—Assignment of license from George Graham Weiss to Palmetto Bcstrs. Inc. Mr. Weiss will hold 99.87% interest in new corporation and Laurens P. Moore, general manager of WPAL, will hold 0.13% interest. Purpose is to give Mr. Moore an interest in station; no actual change of ownership or control. Filed March 13.

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.

FCC Actions

(Continued from page 103)

arch 13 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 4 (66-72 mc)

WTVJ (TV) Miami, Fla. — CP to ange ERP from 1.45 kw vis., 0.73 kw r., to 100 kw vis., 50 kw aur.; change ns. location from Everglades Hotel, ami, to Biscayne Blvd. at 142nd St., rth Miami Beach, Fla.; change type ns., etc.; ant. above average terrain ft.

Plains Radio Bcstg. Co., Amarillo, x.—Change application for new TV tion to specify (in lieu of ERP 50 vis., 25 kw aur.), ERP of 52.6 kw ., 26.3 kw aur., make ant. changes, .; ant. above average terrain 561 ft.

Modification of CP

KVNC Winslow, Ariz. — Mod. CP, hich authorized new AM station, for tension of completion date.

WRSW Warsaw, Ind.—Mod. CP, as d., which authorized new AM sta- n, for extension of completion date.

KTRM Beaumont, Tex. — Mod. CP, hich authorized daytime power in- ease, changes in DA-D, etc., for ex- nsion of completion date.

License Renewal

Following stations request renewal license:

WAUD Auburn, Ala.; WBHP Hunts- le, Ala.; WSUN St. Petersburg, Fla.; BLJ Dalton, Ga.; WDWD Dawson, .; WAYX Waycross, Ga.; WMBS iontown, Pa.; KTBC Austin, Tex.; FRS-FM Alexander City, Ala.; MAZ-FM Macon, Ga., and WTCN-TV nneapolis, Minn.

APPLICATIONS RETURNED

Elkhorn Bcstg. Corp., Prestonburg, .—RETURNED amendment to appli- tion for new AM station which re- ested frequency change from 810 kc 1280 kc, 1 kw, and change in ant.

WJAM Marion, Ala.—RETURNED ap- cation for renewal of license.

ELECTRONIC PARTS

Chicago Showing Opens

ANNUAL Electronics Parts Show, which starts today (Monday) in Chicago for four days, is expected to attract a registration of 9,000 persons. In addition to elaborate exhibitions by 204 companies, the show will include a series of seminars and conferences on sales, distribution, management, finance, inventory and priority problems.

Show president, Charles A. Hansen, will open the exhibition this morning with a ribbon-cutting ceremony at the Conrad Hilton Hotel. He also will serve as a representative of Mayor Martin H. Kennelly, who has designated the week as Electronics Week in Chicago. The annual banquet will take place this evening.

Jack A. Berman is chairman of the educational program committee and will open the various seminars and discussions. Show is sponsored yearly by the Radio-Television Manufacturers Assn., the National Electronic Distributors Assn., the Assn. of Electronic Parts and Equipment Manufacturers, the West Coast Electronic Manufacturers Assn. and the Sales Managers Club Eastern Division.

Meeting concurrently will be the Radar-Radio Industries of Chicago, the Canadian Radio Parts Sales Managers, the Representatives of Radio Parts Manufacturers and the Audio Engineering Society.

RADIO-Television-Recording-Advertising Charities, Hollywood, campaign for 1952 raised 35% more money in industry for charity than in previous year, according to Sidney N. Strotz, president RTRA.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Parliament

STOLEN LOVE

On Records: Eddy Howard—Mercury; Guy Lombardo—Decca; Tiny Hill—Mercury; The Larks—Apollo; Three Suns—Victor.

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Engineering Session

(Continued from page 27)

vision Equipment Design"; V. J. Duke and K. W. Mullenger, NBC, "Improved Television Film Reproduction"; John Roe, RCA, "A New Television Camera"; R. E. Putnam and E. H. Lederer, General Electric Co., "A Synchro-Lite Powered 16mm Film Projector for Television"; R. Betts, DuMont Labs., "A Method for Controlling and Improving Video Signals."

Frank Marx, ABC engineering vice president, will preside Tuesday morning. On the program are: Walter F. Kean, consultant, "Dynamic Measurement of Base and Circuit Impedances in an Operating Directional Array"; Norbert L. Jochen, Gates Radio Co., "Mechanical and Electrical Design Considerations in Speech Input Systems of Highest Fidelity"; L. K. Findley, Collins Radio Co., "New 5-kw and 10-kw Transmitters"; John Hilliard, chief engineer, Altec Lansing Corp., "New Audio Consoles for AM-FM-TV."

Presiding Tuesday afternoon will be William B. Lodge, CBS Television engineering vice president. Mr. Lodge will introduce a film, "Lighting for Television." The film was produced by CBS-TV. Afternoon speakers will be: Dr. W. H. Doherty, Bell Telephone Labs., "Research in Broad Band Transmission"; Robin Compton, associate of George C. Davis radio and TV consulting engineers, "Construction and Operational Economics of Television Broadcasting"; F. J. Bias, General Electric Co., "A 35-kw Television Amplifier for Channels 2-6"; M. Silver and J. Valentine, Federal Telecommunication Labs., "Planning and Installation of the First Television Station in Argentine."

Guy as Chairman

Chairman at the Wednesday morning conference meeting is Raymond F. Guy, manager of radio and allocation engineering, NBC. A joint paper will be read by A. G. Kandoian, R. A. Felsenheld and W. Sichak, of Federal Telecommunication Labs. Its title is "High Gain Loop Antenna for Television Broadcasting." Other papers are: Dr. George Brown, RCA, "Some Experiments With Beam-Tilting Transmitting Antennas for UHF Broadcasting"; George Izenour, Century Lighting Inc., "Electronically Controlled Studio Lighting Switchboard"; G. Edward Hamilton, ABC, "A Grey Scale Generator."

The distributor's story will be handled by Joe L. Pleasants, sales vice president of Allison-Erwin Co., Charlotte, large North Carolina distributor. William Hills, managing director of the Electric Institute of Washington, will tell about the promotion campaign's effect on the dealer.

After these four features the theme will be "Where do we go from here?" Discussion will be included. Winding up the FM program will be an address by J. H. Smith Jr., making his first convention appearance as NARTB FM director since his appointment last autumn. Mr. Smith's topic is, "Give David Back His Slingshot."

A "Roaring Twenties Buffet" is planned Monday noon in the main exhibition hall in the lower lobby. Novelty features are included.

Mr. Shouse will open the convention formally following the Monday luncheon. He will present NARTB President Harold E. Fellows. The brief program will be followed by a Broadcast Advertising Bureau feature, scheduled 2-4 p.m.

An addition to the program is a session to be programmed by the Affiliates Committee at 4 p.m. This committee was formed at the 1951 NARTB convention to meet the problem of radio rate-cutting.

Program for the Engineering Conference has been completed by Mr. McNaughten and a program committee. Engineering meetings start at 9:15 a.m. Monday. An engineering reception will be held 6-8 p.m. Monday.

Tuesday engineering meetings open at 9:45 a.m. Engineers will join the management delegates at the Tuesday noon luncheon at which Mr. Fellows will speak. A special feature, marking the association's 30th year, is titled, "The First 30 Years Are the Easiest."

Full morning and afternoon meetings will be held Wednesday. Engineers again will join management delegates for FCC Chairman Paul A. Walker's luncheon address.

FEBRUARY BOX SCORE

STATUS of broadcast station authorizations at the FCC on Feb. 29 follows:

	AM	FM	TV
Total authorized	2410	650	108
Total on the air	2336	636	108
Licensed (all on air)	2316	572	93
Construction permits	94	78	15
Total applications pending	1048	135	613
Total applications in hearing	220	10	183
Requests for new stations	313	8	506
Requests to change existing facilities	206	11	51
Deletion of licensed stations in February	0	0	0
Deletion of construction permits	0	0	0

J. C. LINER

Dies After Heart Attack

FUNERAL services were held Thursday in Monroe, La., for J. C. Liner, 64, owner-operator of KMLB Monroe, who died last Tuesday after a three-day illness that followed a heart attack. During the last few years he had suffered several other attacks.

In 1930 Mr. Liner founded KMLB, one of the few radio stations in the state at the time. He selected the call letters from the motto, "Know Monroe Louisiana Better." After two years as a daytimer KMLB went to full time regional. An FM outlet was added a few years ago.

Mr. Liner studied business administration at Louisiana Tech. In 1912 he started a laundry. He had been honored by many Monroe organizations for his civic activity. He was a member of the Chamber of Commerce, First Methodist Church, Monroe Country Club, Lotus Club and many Masonic orders.

THEATRE INTEREST IN TV

Indicated in Sale of KRAM

GOOD example of serious interest motion picture exhibitors are taking in TV is contained in an amendment submitted last week to the FCC by Desert Television Co., applicant for Channel 13 in Las Vegas, Nev.

Amendment revealed that Huntridge Theatres Inc., Nevada theatre chain, had agreed to buy control of KRAM Las Vegas for $57,750.

As part of the deal, Huntridge gets 90% interest in Desert Television Co. Remaining 10% will be held by Edward J. Jansen, president of KRAM and of Desert Television Co. Included also is a management contract for Mr. Jansen for five years, at $12,000 per year. Arrangements are contingent on grant of TV station to Desert Television Co.

Huntridge firm is owned 75% by Mr. & Mrs. Francis D. Griffin (Irene Dunn) and Mr. & Mrs. Lewis (Loretta Young), and 25% by Thomas A. Oakey, Nevada theatre builder.

Paramount Films

(Continued from page 78)

months of 1951, expenses of $7 063,180, profit of $9,539,988 af provision for federal taxes. UP stock outstanding totals 6,653,

American Broadcasting - Par mount Theatres Inc., effective up FCC approval of merger of AB and UPT, will have total assets $152,084,955. This takes into a count sale of WBKB facilities CBS for $6 million.

Mr. Goldenson and wife ow 5,000 shares of UPT stock. He h an option to buy 75,000 shar Mrs. Balaban owns 11,100 share a charitable trust, 8,900 share and there are 500 shares in tru for each of Mr. Balaban's two chi dren. Mr. Balaban has an optio to buy 7,500 shares.

Major legal question put to M O'Brien and Mr. Gross last wee was whether transfers of KTL and WBKB to new producing company and theatre-owning compan respectively were voluntary or i voluntary.

Questioning by FCC Counsel Ma Paglin indicated that he believe the action was voluntary, sinc Paramount Pictures had worked o the details of its separation an the courts had approved them.

Both UPT officials insisted tha the actions were involuntary, an followed the Supreme Court decision in 1949.

Reason for legal quibbling is tha FCC rules require notice to FC of transfer of control 60 days before date scheduled if voluntary 30 days after event if involuntary Paramount and UPT notified th Commission Dec. 22, 1949, eigh days before the separation date.

Movies & TV

(Continued from page 78)

Katz] benefited from it because we had stage shows. It gave us many stage attractions.

I think the same thing is true as to the compatibility of theatre and television, and television and motion picture theatres. . . .

Last summer we booked into our Chicago Theater, our so-called flagship, four or five very important attractions, attractions that were television attractions. I will mention Martin and Lewis. I do not know which came first, the egg or the chicken —pictures, television, or stage shows. We played Martin and Lewis to a fabulous business. We played Imogene Coca and Sid Caesar. We had played Sid Caesar a couple of years before for a nominal salary, maybe a few thousand dollars a week. Last summer we played the team of them and we paid them either $20,000 or $25,000 a week. There is certainly an example of compatibility.

Last night we finished dinner and I saw Red Skelton on television. I think he came from the motion picture business. . . . We saw Bob Hope on television. A motion picture that is being released quite generally now, and which is one of the two most successful box office pictures of the last few years, is the "Greatest Show on Earth." That has as one of its male leads Charlton Heston, who was, I believe, just the usual type of dramatic player in a television program.

That is why I believe there is great compatibility. If there is any incompatibility, I do not know of it between the two mediums. . . .

On the use of feature films on TV stations, he said:

I think there will be considerable use [of feature films on TV]. I do not know whether it will be 25, 30, or 50%. I cannot look that far into the future. . . . I think there is a place and need for feature motion pictures in television.

I do think that the programmin from the standpoint of the length o time, present a problem. I think a long as television screens of their present size continue, they do have certai limitations as to large scenes, crowde mob scenes, and lighting. I have sai and I think I am right, and I thin I will be proven right, that the majority of the important feature film used in television will be those pictures produced for television. . . They [the producers] do not sit dow to produce a picture of any set lengt they produce a feature picture wit regard to its entertainment value an sometimes that picture runs 80 minute sometimes it is 120 minutes, and som times it is three hours. Unless the is a change in the telecasting of motio pictures, that particular picture wi have to be limited to something le than a hour. I say less than an hou because I am making allowances f the commercials that are usually use in connection with their showing. . .

On theatre TV, he said:

We had some hopes for theatre tel vision but we have made very litt use of our facilities in quite some tim now. I do not know that any of o theatre equipment has been used sin the football season of last fall. I thi theatre television will just be an i cident in the operation of theatres. . . Some people have hopes and belie that special shows can be produced f it. But again, I could be wrong, b I do not think so.

NEW YORK shortwave station of U. Armed Forces Radio Service is telli service personnel abroad of domes video operations through four-we series titled *Television—U.S.A.*

FCC Money

(Continued from page 29)

increase in personnel from 176 1951 to 191 in 1953 for the adcast Bureau. Mr. Coy noted t "we show a reduction of 15.8 ple in 'AM, FM, renewal and nsfer hearings' and in all other adcast activities except applican processing, a decrease of five, a total decrease of 20.8."

On TV applications, transcript of hearings revealed these comnts:

Rep. Thomas: "In the 500 or 510 applications you expect as soon you lift the freeze, what part going to be contested—99%, uld you say?"

Mr. Coy: "Ninety percent, proby, would be as good a guess as ybody could make at the moment. depends . . ."

In his testimony on need for nies for additional monitoring tions, Mr. Coy revealed that a ndestine station was broadcastfrom an American ship just the lower coast of California. did not say whether it was rated by foreign agents nor ether any action had been taken.

When the subcommittee disclosed testimony last Wednesday, wsmen checked further into the ry. The Commission, however, used to say whether the ship adcasts were transmissions of ionage reports to foreign cens or whether propaganda was ng sent to the U. S.

It was understood the ship was American-flag vessel, meaning S. authorities could take action inst it, even though the ship s operating outside of the threee limit of territorial waters.

According to news reports, there s a theory that Chinese Comnists may have been using the p to broadcast "blackmail" meses or other propaganda to inese living in California and er western states. This was ther confirmed nor denied.

72 Illegal Stations

Mr. Coy told the subcommittee t FCC investigators uncovered illegal radio stations from July 1951, through last January, inding those operated by the eign agents.

Mr. Coy said about 15 of the ndestine stations were traced to llows who are trying to beat the kies at the race tracks by operatradio stations which they carry und with them to get information out of the track to some fellow the outside so that they can them either for the bookies in trying to beat the bookies. e have had to move both ways re. Some tracks have denied ess to news reporting services their tracks."

It was estimated by the FCC that e 12 or 15 stations were operatillegally "not by amateurs but people who ought to know better d did know better" in the field of television. One Congressmen interposed that possibly they did so because they "probably got tired of waiting" for the freeze lift. Mr. Coy answered: "They probably did."

Charging of fees for Commission broadcast services was not feasible, Mr. Coy said, because (1) there would be no net gain to the Treasury for the amount could be deducted from income taxes of stations as an operating expense, and (2) some broadcasters may feel that since they must pay to become licensees they would be relieved from the necessity of performing in the public interest [B•T, March 10].

GEN. DWIGHT D. EISENHOWER won a narrow victory over Sen. Robert A. Taft (R-Ohio) when WAGE Syracuse conducted its own "Preferential Primary." Tabulating the votes are (l to r) Gretchen Wage, women's director; Joe Cummiskey, news director, and Bob Hendrickson, sports director.

ZIV GOAL REACHED

'Communist' Over 400 Mark

FREDERIC W. ZIV Co.'s organizational sales goal—400 stations by March 31—set for its transcribed radio series, *I Was a Communist for the FBI*, was reached more than two weeks ahead of schedule, John L. Sinn, executive vice president, announced Thursday.

The series was sold in 405 markets as of March 13.

Among new sales recorded by Ziv representatives last week was a 10-market deal with Golden State Dairy Co. of San Francisco, which purchased *I Was a Communist for the FBI* for broadcasts in Bakersfield, Chico, Fresno, Modesto, Marysville, Sacramento, San Luis Obispo, Stockton, Redding and Santa Barbara, all California.

Wilfred C. West

FUNERAL services, followed by interment in Forest Lawn Memorial Park, Glendale, were held last Tuesday for Wilfred C. West, 65, former newspaper publisher and husband of Mrs. Essie Binkley West, president of KCSB San Bernardino, Calif. He died at his Glendale home on March 7. Besides his wife, survivors include a son, Wilfred Jr.

NBC APPEAL

Construction Bid Approved by NPA

NBC has emerged victorious in an appeal for materials to enlarge its Hollywood television facilities, it was disclosed last Thursday.

While details were not announced, it was learned that the National Production Authority has granted the network authorization to commence construction on two new TV studios at Burbank, Calif.

It was presumed that NBC would start building as soon as practical in anticipation of completing construction by Oct. 1, and thus be enabled to compete more favorably with CBS Television for talent on Hollywood TV originations with the advent of the fall season.

The application was approved by NPA's Appeals Board, under Judge T. Monford Boyd, to which NBC carried its talent fight with CBS Radio and Television and other networks 10 days ago [B•T, March 10].

Aside from giving approval for commencement of building, the decision also carries with it an assurance of delivery of vital materials for the second quarter (beginning April 1) and any other steel, copper and aluminum needed to complete the project in the third quarter.

The estimate of completion by Oct. 1 was furnished during the hearing March 6 by R. E. Ward, vice president of Austin Co., Los Angeles. He said the foundation for the studios probably could be laid within days of NPA approval.

NBC Metals Request

NBC had requested 211 tons of steel and 19,979 pounds of copper—in excess of self-authorized allowances now permitted to radio-TV broadcasters—and 800 pounds of aluminum—just under that limitation.

When completed, the new TV studios will give NBC a total of at least four, compared to five for ABC TV and a potential five (three existing, two now under construction) for CBS TV.

The two-studio project, valued at $2.7 million, represents a wholesale scaling down from an initial blueprint calling for $25 million worth of facilities—a veritable NBC television center. NBC pointed out it had scaled down this project to conserve materials, while CBS sought greater quantities of materials and was given NPA approval.

It was generally presumed that NBC was accorded the grant on the basis of "hardship" conditions in the Los Angeles area—a twofold combination of unemployment there and its stated inability to compete with CBS for radio and TV talent with present studios—plus its record in conserving scarce materials.

The grant also was seen as a harbinger of new government policy to take manpower problems into consideration when allotting controlled metals. Under this policy, radio-TV broadcasters stand to fare better on applications—even commence construction not yet underway.

The board decision was sent out last Thursday to NBC, apparently New York network headquarters, and presumably to the legal firm of Cahill, Gordon, Zachry & Reindel, NBC attorneys. The alacrity with which it was reached was, of itself, significant, since second-quarter construction grants are to be issued this week for the April-June period.

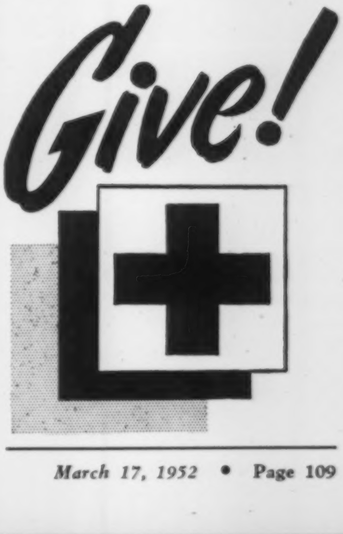
In its appeal, NBC noted that '52-'53 planning for network television was based largely on program originations from Hollywood. NBC explained it had been negotiating for "an outstanding program now on NBC in which one of the key considerations was the Hollywood studio to be used for the program. Unless NBC is able to obtain additional facilities which will be ready in the fall of 1952 it will be against an extremely difficult problem."

Cites CBS 'Advantage'

The network cited its "present inability to deliver adequate Hollywood originations" and claimed that CBS had an advantage whereby "it may be able to persuade talent and sponsors to switch top-rated NBC television programs to CBS." In that event, NBC explained, this might "completely reverse the competitive situation in the industry and cause NBC to lose its current position of leadership."

NBC presumably referred here to negotiations involving Red Skelton (now on NBC television and CBS Radio) and perhaps such shows as *Your Bet Your Life*, another top-rated NBC Hollywood program. NBC recently signed Phil Harris and Alice Faye to a long-term radio-TV pact, beating-out CBS, and slated Mr. Harris to launch his own TV program, probably this fall.

It was presumed that NBC had Mr. Harris' TV stint in mind in referring to negotiations involving the need for additional studios.



at deadline

JOINT PROMOTION PANEL ADDED TO CHICAGO AGENDA

ADDITIONAL panel feature on audience promotion, titled "Tale of Three Cities," added to NARTB convention agenda for March 30-April 2 meeting (early convention stories page 27). Panel will be held at 4 p.m. as part of Tuesday afternoon workshop series, according to Robert K. Richards, NARTB public affairs director in charge of convention programming.

Glenn Shaw, KLX Oakland, NARTB director, has accepted chairmanship of panel and will be keynote speaker. Panel will be built around mutual audience promotion campaigns staged in Tulsa, Detroit and Rochester. Taking part will be John Esau, KTUL Tulsa, "The Tulsa Story"; Worth Kramer, WJR Detroit, "The Detroit Story"; Jack Knabb, of Jack Knabb Adv. Co., "The Rochester Story."

W. B. McGRATH NAMED MEMBER OF NARTB BOARD

WILLIAM B. McGRATH, managing director of WHDH Boston, becomes radio member of NARTB Board of Directors representing District 1 (New England). He takes office during NARTB convention week proceedings in Chicago.

Mr. McGrath was only one of 23 broadcasters certified on nominating ballot who received five votes necessary to be included in final election balloting. He succeeds Craig Lawrence as District 1 director. Mr. Lawrence resigned directorship when he left WCOP Boston to become general manager of WCBS-TV New York.

While nominations closed at midnight Thursday, NARTB is going through necessary procedure of holding election for only one nominee. Mr. McGrath has been active in NARTB affairs through committee assignments and participation in meetings.

COMR. BARTLEY'S STAFF

ROBERT T. BARTLEY, newest member of FCC, announced personnel of his office Friday, Staff now consists of Farrell McGonigal, formerly confidential assistant to ex-Chairman Wayne Coy; Fausta Marie Puffengerger and Grace Miner.

DEALER TV SHIPMENTS DOWN

SHIPMENTS of TV receivers to dealers totaled 371,689 in January compared to 600,603 for same month year ago, according to Radio-Television Mfrs. Assn. December, 1951 shipments were 680,141 sets. Figures cover both members and non-members. Leading state was New York, with 48,450 sets shipped to dealers. Others at top of list were Pennsylvania, 36,256; Ohio, 34,072; California, 30,674; Illinois, 20,198.

DEALER CLINIC

SECOND TV sales clinic for some 1,600 New York and New Jersey dealers and sales personnel scheduled to have been held at New York's Center Theatre Friday night. Special feature was to be company talk by RCA president Frank Folsom and first screening of new film sales message about RCA television, following private viewing of RCA Victor's Ezio Pinza TV show with Bruno-New York and Krich-New Jersey as hosts.

OCCUPATIONAL HAZARD

BRAD KRESS, NBC-TV cameraman who filmed Havana street-fighting and exclusive interview with Gen. Fulgencio Batista during recent brief Cuban rebellion, was jailed three times and questioned repeatedly because he was able to get films out of country, NBC reported Friday. Mr. Kress arranged to have films flown secretly to Washington where they were shown Tuesday and Wednesday on NBC-TV's *Today* and *Camel News Caravan.*

GOLDENSON CRITICIZES SUBSCRIPTION TV

DIM VIEW of both theatre TV and subscription TV was taken by United Paramount Theatres President Leonard H. Goldenson in last day on stand Friday at FCC Paramount hearing (see earlier story on page 78). Hearing resumes today (Monday) on ABC-UPT merger issues, with Geraldine B. Zorbaugh, ABC secretary, as first witness.

Impact of TV on marginal theatres was acknowledged by Mr. Goldenson. He said he did not expect TV to have any impact on well-established, soundly run theatres. In fact, he said, such theatres have been doing as well as they ever have been.

In the course of day's testimony, he said that if ABC-UPT merger was not approved, UPT would reapply for TV in Boston, Detroit, Des Moines and Tampa.

Point made by FCC Counsel Frederick W. Ford might have alarming implications on merger. This was that as of latest record, about 50% of Paramount Pictures Corp. and UPT stock was owned by same people. When Paramount Pictures was ordered to separate into motion picture producing and theatre owning companies, stockholders of original company were given half-a-share each in two companies. Court ordered those holding more than 500 shares in each company to divest themselves of one or other. However, records show, Mr. Ford pointed out, that something like 50% of UPT stockholders own less than 500 shares of its stock, therefore may also hold less than 500 Paramount Pictures stock.

This could mean, according to FCC counsel, that same ownership exists for Paramount Pictures' KTLA (TV) Los Angeles, UPT's WBKB (TV) Chicago, and DuMont's WABD (TV) New York, WTTG (TV) Washington (if Paramount is found again to "control" DuMont). FCC rules limit common ownership to five TV stations. UPT officials stated they would get more up-to-date stock ownership records.

GOLF TOURNAMENT

ANNUAL NARTB convention golf tournament for BROADCASTING • TELECASTING trophies will be held Sunday, March 30, at Bunker Hill course, in outlying Chicago area. Buses will leave south entrance of Conrad Hilton Hotel at 9 a.m. Trophies will be given for low net, based on blind bogey, and low gross. Nineteenth-hole party planned after play is completed. Golfers may enter tournament by notifying nearest BROADCASTING • TELECASTING bureau.

PEOPLE..

JOHN BOESEL, client service executive A. C. Nielsen Co., appointed to newly crea position as assistant to executive vice pr dent, radio-TV sales and service, Presiden C. Nielsen announced last week. With ra TV division since joining Nielsen compan 1946, Mr. Boesel will report to C. G. Sh executive vice president.

DAVID SAVAGE, film dept. manager WCBS-TV New York, to assume additi duties in charge of film buying for all dep ments of CBS-TV, it was announced Fri He will purchase feature films for CBS owned stations, outlets represented by CBS spot sales, and CBS-TV network.

DON NATHANSON, advertising manage the Toni Co., Chicago, will discuss televis from the advertiser's standpoint at the lun eon Wednesday of the Chicago Televis Council.

CHESTER CHEEK named recording dep ment sales manager, WOR New York, to succeeded as salesman by Richard F. O'Neill

GEORGE PAMENTAL, media direct Fletcher B. Richards, N. Y., to NBC-TV as s salesman. James Kelly, BBDO, N. Y., succee Mr. Pamental at Fletcher B. Richards.

RICHARD LOUCHRIN resigns as manager transcription sales department at NBC Chica to join sales staff of CBS Spot Televisi same city.

CARTOONS ON DuMONT

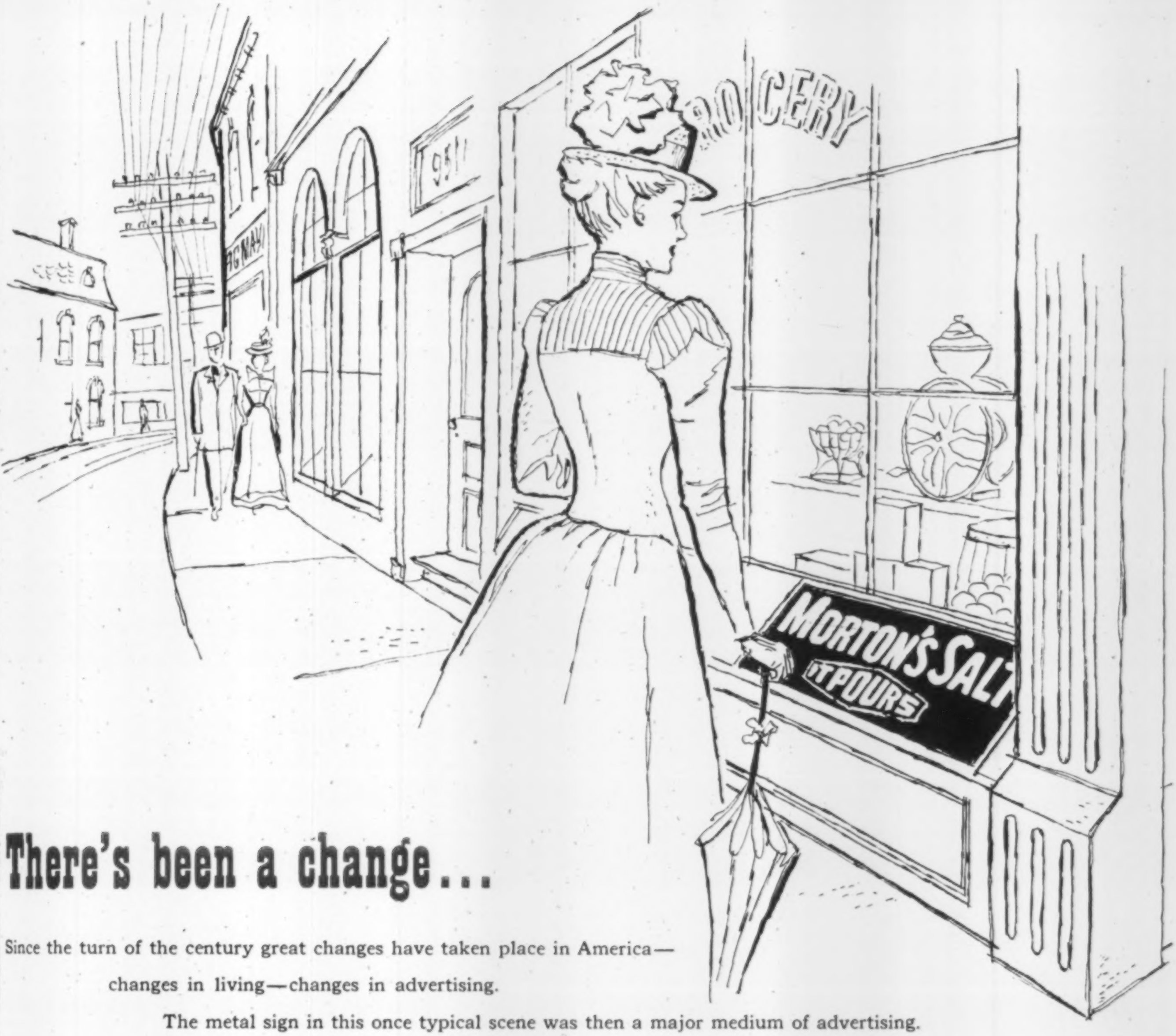
STREAMLINED FAIRY TALES, 15-min animated cartoons presenting modern vers of children's classics, to be distributed by Mont network film sales dept., Coordinat Donald A. Stewart said Friday. Produced Harry S. Goodman productions, films inclu *Three Little Pigs, Jack and the Beanstal Sleeping Beauty,* etc. and result from DuMo purchase of distribution rights to series Pilot films, originally made as samples boost series sales. Network also announ sale of 15-minute *Pathe Hy-Lights,* human terest stories narrated by columnist Gardner, to KING Seattle and WDSU N Orleans.

SPOKANE STRIKE ENDS

TECHNICIANS of five Spokane stations ba at work after reaching wage agreement. Fo day strike staged at KHQ, KGA, KNE KREM and KSPO. At first three stations i crease of 14½ cents per hour was grant with 16 cents at last two. Settlement a nounced jointly by Richard Axtell, attorn for employers, and W. A. Smith, of Seatt IBEW representative. Sixth Spokane statio KXLY, signed three-year contract at uni terms, calling for 17-cent boost. It was n involved in strike. All struck stations h returned to air after brief silence, with sup visory personnel in charge. Federal concil tor, Louis Ziman, of Spokane, acted as medi tor during dispute.

FCC SERVICE PINS

MORE than 500 employes of FCC will g service pins in recognition of 10 to 30 yea service at ceremony April 8. This represe 40% of present FCC working force. List i cludes 15 persons with 30 years service, 1 with 20 years, 393 with 10 years, compris such names as Comrs. Rosel H. Hyde a George E. Sterling, 20 years; Chairman Pa A. Walker and Comr. Edward M. Webst 10 years.



There's been a change...

Since the turn of the century great changes have taken place in America—
changes in living—changes in advertising.
The metal sign in this once typical scene was then a major medium of advertising.
About this same time the purveyors of nostrums were being crowded from the pages of
newspapers and magazines by legitimate advertisers. Publications grew in stature as advertising media.
Then came radio. In this mass communication media advertisers found a new way to talk to more people
more often. Radio demonstrated that people sell better than paper.
Today, the impact of television—newest medium of all—has changed the living habits of millions
of people and the advertising technique of thousands of businesses.
In WLW-Land, radio and television together form an unparalleled advertising combination.
To reach more people more often and more economically in WLW-Land—1/10th of America—
the change is to this new combination.

WLW
1922 • 1952
30th year

WLW WLW TELEVISION

THE NATION'S STATION AND ITS TV SERVICE